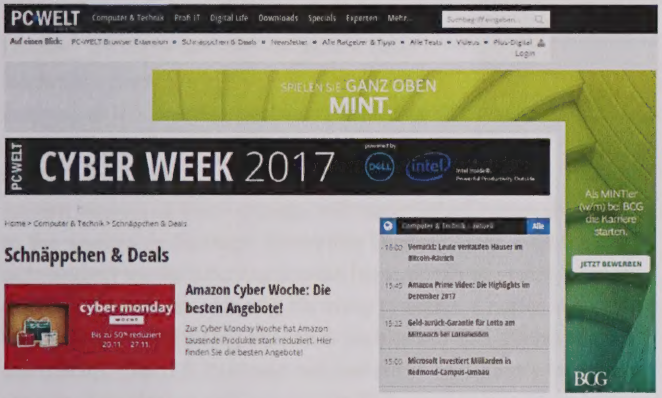
IDG World Update

EMPLOYEE NEWS AND INFORMATION

18 DECEMBER 2017 | VOLUME 47, NUMBER 41 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - pages 2,4, 7 | ANNIVERSARIES - page 9 | COMMUNITY - page 10

Business units see affiliate revenue gains during November



PC WELT Computer & Technik Profi IT Digital Life Downloads Specials Experten Mehr...

SPIELEN SIE GANZ OBEN MINT.

PC WELT CYBER WEEK 2017

Home > Computer & Technik > Schnäppchen & Deals

Schnäppchen & Deals

Amazon Cyber Woche: Die besten Angebote!

Zur Cyber Monday Woche hat Amazon tausende Produkte stark reduziert. Hier finden Sie die besten Angebote!

Computer & Technik - aktuell

15:45 Amazon Prime Video: Die Highlights im Dezember 2017

15:00 Microsoft investiert Milliarden in Redmond-Campus-Umbau

Primarily spurred by the online shopping period around Black Friday and Cyber Monday, IDG Sweden, IDG Communications U.S., IDG Germany and IDG U.K. boosted their year-on-year e-commerce revenue.

SEE MORE ON PAGE 4

Also inside

IDG Communications president announces leadership appointments

One on one: IDC Insights Asia/Pacific Managing Director Christopher Holmes

ARN, SMS help resellers use marketing funds

IDG Sweden recognizes high-performing employees at its annual celebration in Stockholm.

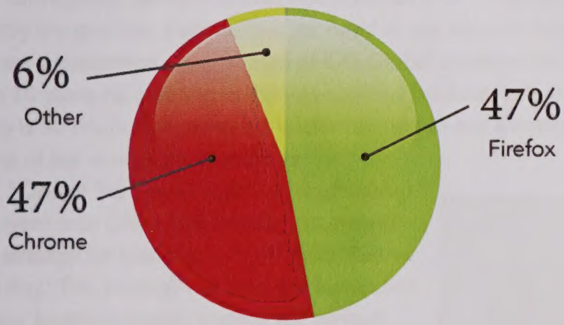
SEE MORE ON PAGE 6

Sara Scogland, Andrea D'Amato, Neil Michael, Michael Latchford and others at the IDGC holiday fest.

SEE MORE ON PAGE 10

Question of the week results

Which browser do you prefer?



Log on to www.idgcentral.com to vote on this week's question:

Were you mainly a giver or receiver of tech-related gifts in 2017?

CLICK HERE

IDC MEA touches down in Kuwait

Staff from IDC Middle East and Africa recently organized the Kuwait National ICT Indicators Forum, which highlighted studies conducted by a leading government IT agency in association with IDC.

SEE MORE ON IDG CENTRAL

IDG Communications President Kumaran Ramanathan announces new leadership appointments

Noting the importance of having "a leadership infrastructure that provides clear focus, ownership and transparency," IDG Communications President **Kumaran Ramanathan** announced several appointments and promotions to pave the way for "a more agile, faster-paced organization." Excerpts from his Dec. 8 email to IDG Communications employees follow:

Lee

"Worldwide President/Strategic Marketing Services **Charles Lee** has accepted the newly created position of U.S. President, IDG Communications. With my location base in London, it's important that we have a clear leadership presence in the U.S. Charles will oversee all U.S. media operations, including core and growth sales, editorial, events and the CIO Executive Council. These groups, and current leaders of these groups, will report into Charles, in addition to the worldwide Strategic Marketing Services team. Charles is an outstanding leader who has proven his strength at managing and growing businesses. Among his many qualities, Charles is known for innovation and being able to articulate our IDG capabilities in the market. Our U.S. business will benefit tremendously from his tenacity, knowledge and passion for IDG.

von Heimburg

"IDG Germany CEO **York von Heimburg** has accepted the newly created position of President of International, IDG Communications and will take on responsibility for our international owned and operated business units and our International Publishing Services/ Licensing team. Those of you who know York know him to be a passionate, strategic, fearless and courageous leader who lives and breathes IDG. These are exactly the qualities that I believe we need to see more of throughout our organization. As chairman of IDG Global Solutions for more than 10 years, he also knows the international markets well, and there is no doubt that under his leadership we will see a strengthening of our worldwide operations.

Gould

"One of the areas I spoke at length about last week with China Oceanwide was around our strategy for future growth of 'Build, Partner and Buy.' This strategy will form the foundation for our business model, and we will immediately be more formally focused on an acquisition pathway — the 'Buy' component of this strategy. As a result **Kit Gould**, in addition to his current responsibilities as Managing Director of our U.K. and Swedish operations, will be Head of Mergers, Acquisitions and Integration, IDG Communications. In earlier years, Kit spent three years in the venture capital world with IDG Ventures. Identifying target companies is one thing, but successfully integrating and delivering value is another, and it's great that Kit has experience in both. Kit will be joined on this team by VP/ Finance and Chief Data Officer **Keith Arnot** and Global VP, Client Solutions, SMS **Jason Tenenbown**, who will both retain their current roles.

Smith

"With **John O'Malley**'s recent promotion to Chief Operating Officer, he will be stepping out of his day-to-day leadership of the demand generation side of the business. IDG Connect Managing Director **Matt Smith** has been appointed to President, Demand Generation, IDG Communications. Matt is a hugely talented and commercially focused leader with a vociferous appetite for hard work. He has spent more than 15 years in the demand generation space, the last 10 at IDG Connect International where he launched the business that now sits as the most profitable part of our worldwide business. Matt quite possibly is the most qualified person in the market (not just at IDG!) in the demand generation business. In this highly competitive market, it is going to be hugely important that we have a united global product offering that enables us to be set up for success. The U.S. Demand Generation Operations Group and the Data group will now report directly to Matt.

Michael

"Finally, I will be stepping out of my day-to-day leadership of IDG Global Solutions (IGS), and I am pleased to announce that IGS SVP **Neil Michael** has been promoted to President, IDG Global Solutions Worldwide. Neil has worked in international for 20 years, of which the last 12 have been spent at IGS. He is an exceptional sales professional and another leader who is happy to be out front and in the market with our customers. Neil is confident to articulate and lead our IDG go-to-market capabilities with some of the biggest customers worldwide, drill down into the details of large program ideas and happy to roll his sleeves up and get involved. His reputation in the market is incredibly high, and I know that he will enjoy the challenge of taking on this wider remit."

Last week, these executives, managing directors of IDG's owned and operated international business units and a group of other IDG Communications managers met outside London to talk about strategies for future success, cooperation among departments and opportunities to grow revenue.

Write to Kumaran Ramanathan. ■

OneonOne

Christopher Holmes

IDC Insights Asia/Pacific

The managing director of IDC Insights Asia/Pacific is this week's columnist. Reach him at cholmes@idc.com.

> "The discussion we are having with our clients is moving from 'what is digital transformation' to 'how do I transform,' which we are addressing from the digital transformation industry use case taxonomies.

Q What's the mission of IDC Insights Asia/Pacific?

A The Insights business across the Asia Pacific region works to provide both vendor and tech buyer clients with specific vertical industry analysis of the impact of technology on business processes, and vice versa. The group that I lead is the non-financial industry group and comprises the manufacturing, retail, energy, government and health Insights groups, and also the telco/IoT research and the IT Spending groups. We also run three worldwide research programs from the region: mining, industrial robotics and hospitality. The group of 19 full-time analysts, who come from industry, is spread across the region with concentrations of analysts in Bangalore, India; Beijing, China; Sydney, Australia; and Singapore, which is the headquarters for IDC Asia Pacific. There are also a number of contract resources that are used to support the team.

Q Which Insights segments are the largest for A/P? Has that changed over the years, and do you see it changing in the future?

A Across the different industries, the telco, manufacturing and government verticals are the largest at a regional level, but this varies significantly by country. For example, we do a lot of government-related projects in ASEAN and China, manufacturing work in India and mining work in Australia. As we look to the future I expect to see increased growth across all of the industries. However, I do expect government and telco verticals to grow quicker, predominantly driven by smart city initiatives, which are really accelerating across the region.

Q What are some themes you're hearing from customers in terms of what they need from IDC?

A The theme of digital transformation has been one that has gained momentum across all verticals, and we expect this to continue into 2018. However, the discussion we are having with our clients is moving from "what is digital transformation" to "how do I transform," which we are addressing from the digital transformation industry use case taxonomies. This is also seen in specific industries with smart cities programs and industry 4.0 initiatives in government and manufacturing verticals, respectively. We are looking to do more joint research going forward where we combine horizontal technology with an industry vertical — specific examples would be IoT across all industries, and 5G use cases in industry.

We have had successful projects across all industry verticals. The standout areas of development for me have been the launching of worldwide programs, based out of Asia — these being the mining and industrial robotics practices. Both have started from an idea to now being significant dollar contributors, with worldwide acknowledgement of their leading research thinking. Coupled with this has been the ongoing smart city awards program, which is now being rolled out across other regions. We are also excited about the worldwide hospitality program that is being rolled out under Retail Insights.

Q What are a few Insights-related predictions for 2018 that you think are particularly significant?

A Looking at the predictions, the focus on industry transformation is a major theme that stands out across all the industries and one we see resonating with our clients. The focus on organizations to fundamentally change the way they operate facilitated by technology is key. One thing we notice is that the organization structures we see today are going to be very different in the future, with entire departments and processes removed by technology. Also common across all industries are the prediction sub-themes around silo reduction, data decision-driven making and integration of data.

The ones that stand out for me by industry are:

- Manufacturing: By the end of 2019, digital transformation spending is expected to reach $1.7 trillion worldwide, a 42% increase from 2017.
- Mining: Mining companies that focus on integrating silos, creating capabilities to enable data insights and instilling a culture that embraces change will deliver industry-leading efficiency improvement of up to 20% by 2019.
- Smart City: In 2018, 30% of major global cities will develop an outcomes-based Smart City IoT platform strategy to connect devices; collect and manage data from various city domains and tech suppliers; rapidly deploy new solutions, and create a unified view of the city.

Q Are any of your teams involved in new areas of research?

continued on page 9

Editorial expertise, tech-based curation and retailer partnerships drive increase in affiliate revenue

With the online holiday shopping period ramping up in November, IDG business units that have made a concerted effort to focus on commercial content looked at what they've learned over the past year, made adjustments and improvements, and attained solid year-on-year revenue gains.

Commercial content, also known as commercial editorial content, refers in part to content that generates affiliate-based revenue through partnerships with online retailers such as Amazon, Apple, Microsoft and hundreds of others. When a reader clicks on a special affiliate link within an IDG business unit's article, he or she is cookied by the retailer, and the cookie identifies the IDG website as the referring partner. If the reader makes a purchase, the retailer gives the business unit a small commission; with millions of readers, those commissions can quickly add up.

IDG's worldwide third-party revenue, excluding programmatic, in FY17, was $9 million, and it's expected to grow in years to come.

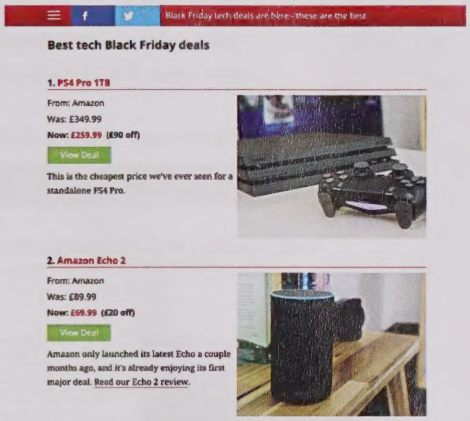
Primarily spurred by the significant online shopping period around Black Friday (Nov. 24) and Cyber Monday (Nov. 27), these four business units boosted their e-commerce revenues compared with November 2016: IDG Sweden (103%), IDG Communications in the U.S. (49%), IDG Germany (41%) and IDG U.K. (14%).

"Everyone put a great deal of work into this e-commerce event, and that paid off with record numbers for IDG — a total of $500,000 for November," said **Simon Jary**, U.K. and U.S. publishing director and head of IDG's Global Third Party Strategic Development Council.

"Exploiting Black Friday and the holiday shopping season is critical to our global B2C strategy," said IDG U.K. and U.S. Editorial Director **Matt Egan**. "I am excited and proud of the progress made by all teams this year, serving our readers and generating revenue. The OneIDG commitment, collaboration, and ingenuity shown across the board is thrilling."

Ashleigh Macro, e-commerce editor for IDG U.K.'s Tech Advisor Group, said the staff took what they learned about conversion and buying habits from 2016's Black Friday period and applied them to their strategy this year. "We used buttons and visual elements within articles highly optimized for SEO to get as many eyeballs as we could onto our articles and turn them into buyers," she said. "In addition to deals articles themselves, we made sure our product round-ups were up to date and had the correct buying links in them, to catch those looking for advice on what to buy during the busy shopping weekend."

The team also updated relevant reviews for individual products that had been significantly reduced in price, and saw huge traffic to those reviews throughout the day and over the weekend. On Black Friday, each member of the editorial team had a particular product area to focus their deal hunting efforts on. They made sure the articles had the absolute best deals in them, and they continuously checked stock on those deals to make sure the products would be available, Macro said.


Black Friday tech deals are here - these are the best

Best tech Black Friday deals

1. PS4 Pro 1TB

From: Amazon
Was: £349.99
Now: £259.99 (£90 off)

This is the cheapest price we've ever seen for a standalone PS4 Pro.

2. Amazon Echo 2

From: Amazon
Was: £89.99
Now: £69.99 (£20 off)

Amazon only launched its latest Echo a couple months ago, and it's already enjoying its first major deal. Read our Echo 2 review.

IDG U.K.'s November e-commerce revenue was up 14% year-on-year.

"One particular superstar was Senior Staff Writer **Dominic Preston**, who worked the midnight shift on Black Friday and continued his efforts throughout the weekend, making sure all of our articles were still up to date for those looking for deals on and around Cyber Monday," she added. "Deputy Reviews Editor **Henry Burrell** was also invaluable throughout the weekend and in the lead up to it, creating and maintaining a huge number of deals articles and looking after our deals newsletters. On the technical reporting side, U.K. Head of Experience Design **Neil Bennett** created an invaluable e-commerce business-intelligence tool in Domo."

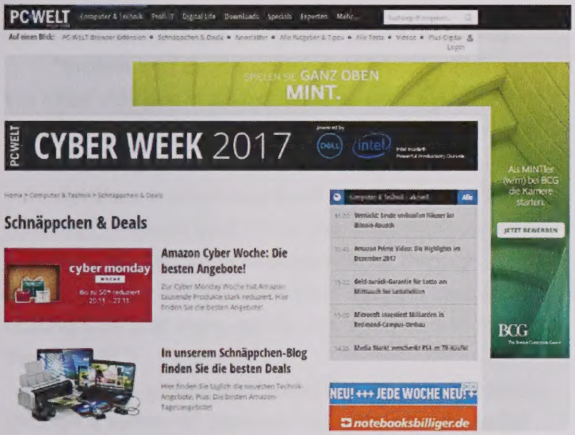
For the first time, IDG Germany created a sales opportunity around its Cyber Week (Nov. 20-27), activities and Dell bought an exclusive six-figure sponsorship package. **Christian Löbering**, online editor-in-chief for PC-Welt and Macwelt, said the success of Cyber Week was a perfect example of the power of collaboration between the editorial, e-commerce, analytics, sales and Strategic Marketing Services teams.

"Our strategic focus was to maximize e-commerce and traffic while giving the user the best possible deals,"

continued on page 5

continued from page 4

Cyber week



CYBER WEEK 2017

Schnäppchen & Deals

Amazon Cyber Woche: Die besten Angebote!

Zur Cyber Monday Woche hat Amazon tausende Produkte stark reduziert. Hier finden Sie die besten Angebote!

In unserem Schnäppchen-Blog finden Sie die besten Deals

Hier finden Sie täglich die neuesten Technik-Angebote. Plus: Die besten Amazon-Tagesangebote!

Verrückt: Leute verkaufen Häuser im Bitcoin-Rausch

Amazon Prime Video: Die Highlights im Dezember 2017

Microsoft investiert Milliarden in Redmond-Campus-Umbau

IDG Germany improved its Amazon Deal Cruncher tool so the editors could quickly curate the top 100 deals.

he said. "To achieve that, we first signed numerous non-disclosure agreements with retailers and manufacturer to get their cyber deals earlier. We implemented processes and technology to be able to monetize on each of these partners without having the editors to have to think about it while creating the content. For example, Amazon offers between 30,000 and 80,000 discounted products each day, and we get a list of all those discounts the day before they run. In order to extract the most relevant items for our tech-savvy audience, earlier this we created a Java-based content creation tool to do that: Amazon Deal Cruncher. For Cyber Week, we optimized Deal Cruncher so the editors could quickly curate the Top 100 Amazon deals from among 100,000 possible products."

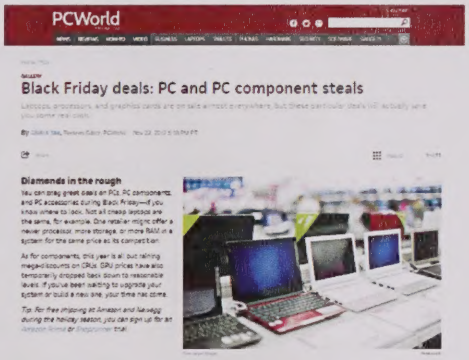
Jon Phillips, U.S. B2C group editor-in-chief, said his team studied what content delivered the most reader engagement the year before, and they focused on those product types, ultimately increasing story volume significantly over last year. Some examples of stories included:

- a story that focused on Amazon devices;
- a story on building a great, inexpensive PC just with Black Friday deals;
- a story on PC and PC component deals;
- a story on deals within the Apple ecosystem;
- a story on the best smart home discounts.

While he was happy with the depth and breadth of coverage, Phillips noted that all tech sites are focusing on Black Friday more than ever before. "The competition for reader clicks is intense, so we do our best to stay focused on the product categories where we have expertise, and can really share useful advice."

Phillips' team worked hard across the board. "Reviews Editor **Alaina Yee** did the heaviest lifting — everything from organizing the Black Friday plan, to writing and editing a good chunk of the content, to keeping the stories updated during the entire week of Thanksgiving, including the Thursday and Friday holidays," Phillips said. "Kudos also go to Senior Editor **Brad Chacos** and Executive Editor **Gordon Ung** for helping Alaina with some highly targeted stories. Managing Editor **Katherine Stevenson** was also instrumental, editing a lot of content, and working on back-end CMS tasks when needed."

"PCWorld and Macworld in the U.S. have email newsletters that deploy daily to a loyal subscriber base, said VP/Business Development **Bill Rigby**. "And on one of our smaller brands, TechConnect, we've created a 'deals only' newsletter that generates significant incremental affiliate revenue at almost no cost, since publishing on that brand is fully automated. On a good day, these newsletters can generate a 40% to 50% open rate, and a staggering 20% to 30% click-through rate. Knowing this, we made those consumer-oriented newsletters a key part of our e-commerce strategy for BF/CM this year.



Black Friday deals: PC and PC component steals

Diamonds in the rough

You can snag great deals on PCs, PC components, and PC accessories during Black Friday—if you know where to look. Not all cheap laptops are the same, for example. One retailer might offer a newer processor, more storage, or more RAM in a system for the same price as its competition.

As for components, this year is all but raining mega-discounts on CPUs. GPU prices have also temporarily dropped back down to reasonable levels. If you've been waiting to upgrade your system or build a new one, your time has come.

Tip: For free shipping at Amazon and Newegg during the holiday season, you can sign up for an Amazon Prime or Shoprunner trial.

IDG Communications' U.S. B2C editors focused on the product categories where they have the most expertise.

"By featuring our best deals content in these newsletters, we were able to steer readers to our highest value content. It was exciting to watch all of our key article metrics spike (page views, time on page, clicks, conversions) each day as the newsletters deployed, and readers/shoppers started to engage. Newsletters are an essential tool for supplementing the traffic we pull organically from search, and for focusing people right where we need them every day."

Mikael Lindkvist, chief content officer and editor-in-chief of IDG Sweden's B2C brands, said though the sites had significant traffic during the Black Friday period in 2016, the company didn't have the resources to monetize the traffic properly. Shortly thereafter, IDG Sweden decided to hire an engagement editor to focus on affili-

continued on page 6

continued from page 5

Cyber week

ate, and **Evelina Gallis** joined the team this summer.

"Evelina and Revenue Manager **Markus Ekberg** on the sales side put in a lot of work to set up partnership deals with PriceSpy, NetonNet and CDON — Amazon doesn't have a presence in Sweden — and the entire editorial team worked very hard at publishing relevant content," Lindkvist said. "This year's success was a combination of us getting lots of new traffic through search, thanks to many more articles than last year, and Evelina making sure that every article was optimized to monetize the content."

All of the groups promoted the best deals content through a variety of channels including search, social media, YouTube and email newsletters, with many reporting that newsletters in particular drove substantial engagement.

"Black Friday week gets more competitive each year, and so our focus on niche as well as the broader retail sectors really paid off this year," added Jary. "More significantly we want all the business units to stretch out the best-performing deals content throughout the year — giving great opportunities beyond Black Friday."

"Speaking specifically to the teams I support, we are getting very smart at understanding how consumers' needs and expectations vary from location to location," Egan said. "In the U.S. the dotcom sites have large social audiences of hobbyist technology fans — PCWorld readers will come to our site looking for PC buying advice — and the team did a brilliant job of presenting them with only the best deals on the products about which they care.

"The U.K. staff attracts and engages a more transactional audience of general tech consumers, and the team did a superb job of using SEO to intercept buying journeys, and then presenting relevant high-value deals to those in-market buyers," he added.

Write to Jon Phillips, Bill Rigby, Ashleigh Macro, Christian Löbering and Mikael Lindkvist. ■

More resources

IDG's Global Third Party Strategic Development Council will be meeting early next year in Munich. For more information contact Simon Jary.

For more information on affiliate and third-party revenue, see these articles on IDG Central: How editorial generates revenue from affiliate links; One on one: Simon Jary.

IDG Sweden recognizes outstanding achievers

During IDG Sweden's holiday party earlier this month, Managing Director **Kit Gould** presented the business unit's 2017 employee awards. Excerpts from their nominations follow.

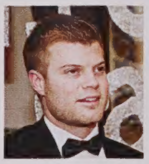
Journalist of the year: Reporter Karin Lindström
Highly readable and always reliable, this reporter brings both credibility and huge amounts of traffic to our enterprise brands.

Employee of the Year: Business Developer André Kisch
He promotes collaboration, makes it easy for customers to understand and buy, and shares his knowledge and experience.

Ambassador of the Year: Event Editor and Moderator Katarina Strömberg
With a committed, well-prepared and never-ending positive attitude, Katarina always performs her duties professionally and takes on challenge after challenge with brilliancy.

Winter gala

*The Achievement of the Year Award went to the IDG Sweden Tech Team for "realizing our ideas, growing our revenue, inventing for our future and modernizing our business." (L-R): Tech Stack Manager **Anders Engström**, BI Developer **Henrik Almén**, Technical Director **Henric Jogin**, IT Support **Johnny Högdahl**, Full Stack Developer **Emma Karlsson**, UX Designer **Ola Ljungstedt**. (Not pictured): Web Developer **Felix Drougge**, IT Suppport **Tomas Norrman**, IT Manager **Linus Wolter**, Project & Analytics **Magnus Muller** and Front End Developer **Carl Britén**.*



Initiative of the Year: Markus Ekberg, revenue manager for the SmartWorld event
Markus displayed the passion that was needed to present a new concpet to clients and get their commitment, and the tenacity it demanded to bring it to life.

Creative solutions demonstrate how resellers can use their marketing funds effectively

Staff from ARN, IDG Australia's channel publication, surveyed resellers during their recent EDGE conference and found that the biggest challenges resellers are facing are recruiting new customers and their own lack of marketing skills and resources. Enter ARN editorial and IDG Strategic Marketing Services (SMS), who teamed up to help resellers better understand how to use their marketing co-operative funds and how IDG SMS could assist with that process.

"The channel" refers to a technology supply chain that comprises vendors, distributors and resellers. Resellers in Australia range from large global providers such as Dimension Data and Logicalis down to smaller local providers, making up an ecosystem of around 12,000 across the country. Vendors provide market development funds (MDF) to the resellers designed to promote brand awareness and recruit new customers through digital marketing and events. However, MDF is a complicated process which means lots of issued funds are either unspent or poorly executed on, resulting in frustration for both vendors and resellers, explained **James Henderson**, editor of the channel division for Australia and New Zealand.

"Resellers are severely hindered by a lack of marketing expertise internally, and for the ones that do have a dedicated marketing team, they are often under-resourced and under-staffed, relying on agencies to help execute on MDF," Henderson said. "The common challenges for resellers is that outside agencies don't understand technology, don't understand their business and don't understand the complex MDF process. That's why ARN is an attractive proposition. IDG traditionally targets vendor organizations, but this represents an entirely new customer base — and one that already has a long-lasting relationship with our channel brands."

Taking advantage of its long-time, well-regarded reputation in the channel, ARN invited 15 marketing managers from reseller organizations to a two-hour breakfast meeting on Nov. 16 at the IDG Australia office. Part of the roundtable involved a debate about marketing challenges, a forum that had not been previously available to marketing managers, Henderson said.

Following an editorial-driven discussion, the session concluded with a presentation on the value of ARN as a strategic marketing partner for resellers. VP/SMS, APAC **Janice Tong** outlined how the newly created ARN Partner Marketing Services, tailored specifically for the channel, could provide bite-sized SMS packages designed to fill gaps in their marketing portfolio.

ARN Editor ***James Henderson*** *(far left), SMS VP* ***Janice Tong*** *(sixth from left), and ARN account directors* ***Cherry Yumul*** *(fifth from right) and* ***Eduardo Silva*** *(far right) meet with marketing managers from resellers at the IDG Australia office in Sydney.*

Feedback from the breakfast was overwhelmingly positive, Henderson said, and resulted in bookings after the event and momentum to consider another roundtable early next year, possibly on a quarterly basis.

"We all felt that this is an 'opening of doors' of sorts, in the way that ARN is able to initiate a fresh dialogue with who are traditionally their readers, and facilitate a new revenue stream for IDG locally," Tong said.

Write to James Henderson or Janice Tong. ■

ARN Partner Marketing Services

VP/Strategic Marketing Services for APAC **Janice Tong** outlined some of the solutions available to resellers.

"Some of the insights shared in the workshop are around our content marketing solutions, such as native content and research as a key driver to change mindsets and gain larger mindshare. As many of the partners' marketing development funds come in smaller increments of $5K AUD to $10K AUD (US$3,821 to $7,648), we have created a range of plug-and-play packages that allow for the flexibility of delivering an integrated solution with a small budget. These are usually full-service items such as Brand Posts or SMart Ads, where we can deliver from concept to execution for resellers who don't have the bandwidth to write content or amplify socially. Other packages are more 'bolt-on': if they are interested in attending an event, we can add on content syndication units to drive leads, or a post-event write-up to generate further engagements. Through ARN's services arm, partners can also tap into larger-scale content pieces, such as white papers or strategy guides.

noteworthypeople

New employees

IDC South Asia Managing Director **Amit Malhotra** will be based at **IDC India**'s New Delhi office. He has more than 22 years of experience in the IT Industry and has held various senior executive positions during his career in the Asia Pacific, Japan and Middle East markets. Most recently he was vice president of sales at the cyber security firm Seclore Technology Private Ltd., and earlier was head of Systems Line of Business at Oracle. Amit has a bachelor's degree in technology from Regional Engineering College, Kurukshetra, India, and completed a management course from Indian Institute of Management, in Calcutta and the Asian International Executive Program from INSEAD. He enjoys watching cricket and listening to music. amalhotra@idc.com

Malhotra

Senior Research Analyst/Mobility **Jason Leigh** joins **IDC** from Ernst & Young, where he was a market and competitive intelligence analyst. He has a B.A. in international affairs and Russia language with a minor in criminology from New York University. Raised in Wisconsin, though born in Waltham, Mass., and a Rhode Island resident since 2005, he's an NFL owner (having one share of the Green Bay Packers). Jason is a 20-plus-year blood and platelet donor and enjoys distance running and indoor rock climbing. jleigh@idc.com

Leigh

Also at **IDC**, **Steven D'Alphonso** is with Financial Insights as research director for compliance, fraud and risk analytics. He was previously a data certification and control officer at Santander Bank and has extensive experience in financial crime compliance, data management, operating risk and internal audit. Steven has a B.A. in speech communication from the University of Rhode Island and an MBA focused on international business from Johnson & Wales University in Providence, R.I. This year he got involved with bee keeping and also enjoys skiing and golf. sdalphonso@idc.com

D'Alphonso

IDC Sales Director/ Industry Majors West **Stacy Simler** previously worked at 451 Research as vice president, Enterprise Sales. She's a graduate of the University of California/Irvine and enjoys fitness and outdoor activities, especially sailing. ssimler@idc.com

Simler

Kyle Robert has joined **IDG Communications**' CIO Executive Council as an inside sales representative. He was recently a business development representative for MEGA International. He has a B.S. in health studies from Springfield College in Springfield, Mass. Kyle is an avid golfer, skier and New England sports fan and is a volunteer coach with the Special Olympics. He got married this past August. kyle_robert@idg.com

Robert

IDG Communications welcomes Marketing Specialist **Courtney Crouse**, who recently held the same role with The Goneau Group, Keller William Realty. She earned a B.F.A. in visual communications/graphic design from Endicott College in Beverly, Mass., has an eMarketing Essentials Certificate and a Meeting and Event Management Certificate from Middlesex Community College in Bedford, Mass. Courtney plays volleyball for a team in the New England Regional Volleyball Association, ran her first 10K race in July and will be getting married next October. courtney_crouse@idg.com

Crouse

Sales Coordinator **Scott Bowden** has joined the **IDG Communications** Core Sales operations team. He double-majored in political science and history at the University of Richmond, where he was recently a community outreach and education intern at Legal Aid of North Carolina. An avid runner, he also enjoys reading historical non-fiction and, as a newcomer to Boston (though still a big New York sports fan), exploring the area. scott_bowden@idg.com

Bowden

Returning employees

IDG Communications Senior HR Business Partner **Pauline Boyle** was most recently regional talent director for the American Cancer Society. She originally joined IDG in 1999 as a corporate benefits specialist, transferred to CXO Media as an HR generalist and later was an HR manager for IDG Enterprise before moving on to Coca-Cola in 2013. Pauline's most recently travel adventure was a riverboat cruise from Amsterdam to Switzerland; she also enjoys watching and attending New England's pro sports teams and spending summers in Maine. pauline_boyle@idg.com

Boyle

Send information about new hires and promotions to world_update@idg.com.

Holiday outreach, New York style

IDG Communications employees in the New York City office held a food drive this month to benefit the food rescue and distribution non-profit City Harvest, and they made holiday cards to send to the Cards for Hospitalized Kids charity in Chicago. Staff members who participated were entered into a raffle for a $100 AMEX gift card; Digital Ad Operations Coordinator **Dylan Horn** was the winner.

HALEY POLLARD

*(L-R): Senior Finance Analyst **Jason Hong**, Accounting Specialist **Alison Rutledge** and Marketing Specialist **Ameera McNeal** hold some of the food box donations.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
Rick Ciliberto *IDG Communications*

30
Karen Timons *IDC*

27
Seana Maguire *IDC*

26
Gabriella Meijnckens *IDG Netherlands*

25
Maryfran Johnson *IDG Communications*
Wieslaw Pawlowicz *IDG Poland*

23
Michelle Tompkins *IDG Communications*

22
Pavel Kraml *IDG Czech Republic*

21
Tehmasp Parekh *IDC Australia*

19
Laura Hilliard *IDG Global Solutions EMEA*

18
Suzanne McMillen *IDG Communications*

17
May Fung *IDC Hong Kong*

12
Nandish Eregowda Hoothagere *IDC CCR*

11
Manjunath Siddaiaih *IDC CCR*
Eileen Smith *IDG Corporate Services Group*

10
Presh Costales *IDG Communications*

9
Evelyn Gonzalez *IDC*
James Stone *IDC*

8
Byoung-Jik Lee *IDC Korea*
Bhavna Verma *IDG Communications*
Kristin O'Connell *IDG Communications*

7
Michael Nadeau *IDC Communications*
Himansu Tripathy *IDC CCR*
Ragupathy Vellappa *IDC CCR*

6
Michelle Davidson *IDC Communications*

5
Julie Rogers *IDG Communications*

4
Mike Toney *IDG Communications*
Linda Li *IDG China*

2
Cassie Sun *IDC China*
Maggie Xie *IDC China*
Meenu Simon *IDC CCR*
Anastasia Antonova *IDC New Zealand*
Lee Hoon Toh *IDC Singapore*
Irene Lien *IDC Taiwan*
Peter Ilosvai *IDC Hungary*

1
Yue Chen *IDC China*
Sunny Chen *IDC China*
Bin Shen *IDC China*
Anuj Agarwal *IDC CCR*
Srinivas Sameer Javvadi *IDC CCR*
Harshal Udatewar *IDC India*
Mohsin Shaikh *IDC CCR*
Tipyada Sricharoen *IDC Thailand*
Matthew Neumark *IDG Communications*

'tis the season

Merry Christmas
Happy Holidays
Merry Christmas
Happy
Christmas Wishes
Happy Holidays
Merry Christmas
HOLIDAYS!

IDG Communications staff in Framingham decorated cards at their holiday party (see p. 10) for patients at Children's Hospital in Boston. Employees also donated toys and clothing for 25 children they sponsored at a local shelter, and the events team collected travel-size toiletries for those families.

continued from page 3

One on one

A I am extremely excited about the creation of digital twins, these being a digital model of the real world, using data gathered from sensors monitoring the product or process. This linkage of the digital and physical world allows for data analysis and monitoring of systems, and will also lead to optimization, through simulation. My first job was creating simulation models to improve the process of disassembling jet engines by creating a model of the process with workforce shifts, tool usage etc. Many years later, the ability to create models based on real-time data feeds as to what is happening in the process will give organizations that are able to create digital twins complete visibility into their processes. This will provide the stepping stone into the next stage of improvement, i.e., self-healing processes, and we will see the application of digital twins to product and processes being the way that organizations will be able to create and monetize data in the future.

Q How did your pre-IDC experience prepare you for this role?

A My previous roles have really assisted my work at IDC. Immediately prior to joining IDC I was working for a research institute in Singapore, working both internally and externally to create technology roadmaps, both developing the process for road mapping as well as executing the creation of the roadmaps themselves. Before then, I was working in the U.K. in the area of product development and innovation management in flight control systems, which was the basis for my doctorate work, and before that as a manufacturing systems engineer in the aircraft engine overhaul industry.

I am very excited about the next few years as many of the proof of concepts we are seeing will move into implementation at scale, where we really will see smart cities operate, manufacturers embrace industry 4.0 and other industries transform. ■

thanksto

Contributors to this issue who were not otherwise quoted or credited include:

Deepa Ahuja *IDC MEA*
Lynn Holmlund *IDGC*
Jesper Landén *IDG Sweden*

IDG World Update
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

HAPPY HOLIDAYS

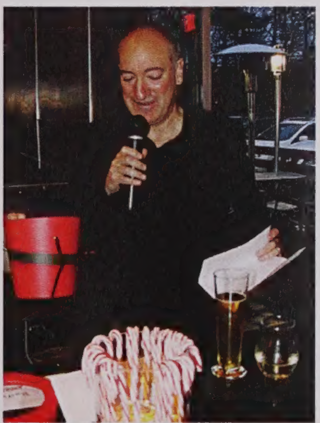
Thanks to the many employees who contributed story ideas, submitted articles and columns, took photos and otherwise assisted with making IDG World Update possible this year. Wishing everyone a happy, healthy 2018.

IDG Communications in Framingham wraps up 2017 with holiday party

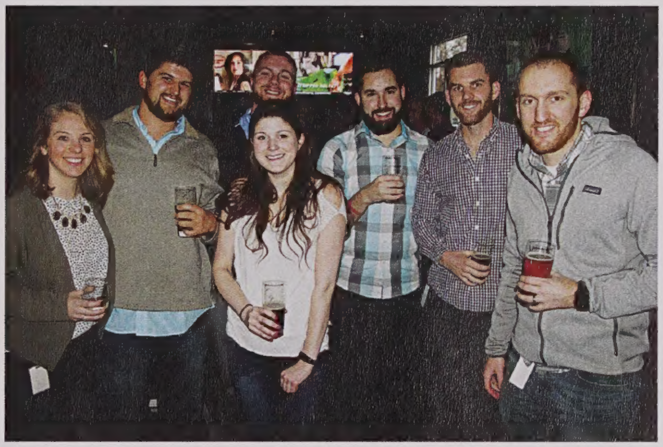
Some of the members of the Community Action Board who organized the party at Framingham Beer Works included (l-r): ***Brooke Giroux , Deb Begreen, Kristina Clark, Allison Hurwitz*** *(standing),* ***Mark Anderson, Rick Ciliberto, Cheryl Barrett, Lynn Holmlund, Jason Fleckles, Kimberly Andrews*** *and* ***Barbara Call.***

(L-R): ***John Pagonis, Lauren Costello, Kathryn Marston, Mike McGoldrick, Robin Clausen*** *and* ***Cheryl Barrett.***

Bill Rigby *and* ***Caroline Mewing.***



Simon Jary.



(L-R): ***Jessica Blumenthal, Derek Hopkins, Matt Petty, Rachel Renzello, Dan Hawkins, Ryan MacDonald*** *and* ***Dave Alpert.***

(L-R): ***Karen Caplan, Beth Fitzgerald*** *and* ***Dayna Klein*** *were among the raffle winners;* ***Matt Egan*** *announced one of the drawings.*

(L-R): ***Gordon Plutsky, Rob O'Regan*** *and* ***Kumaran Ramanathan.***

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION
4 DECEMBER 2017 | VOLUME 47, NUMBER 40 | WWW.IDGCENTRAL.COM

NEWS - pages 2-6 | NOTEWORTHY - page 7 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

IDG Netherlands, IDG SMS pitch content marketing serivces

*IDG Netherlands' **Sander van der Meijs** (above) and IDG Strategic Marketing Services' **Jim McGinty** and **Doug Drinkwater** talked to customers about the ROI of content marketing at a recent event outside Amsterdam.*

SEE MORE ON PAGE 3

Also inside

IDG Germany delivers record private marketplace deal
Computerwoche, CIO host CIO of the Year gala
CMO Perspectives videos open door to revenue
IDC holds U.S. sales meetings on East, West coasts
China Oceanwide executives visit real estate projects

The IDG Communications Events team organized some pre-Thanksgiving festivities.

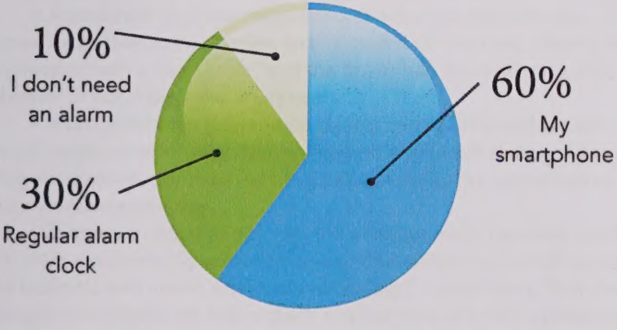
SEE MORE ON PAGE 7

Celebrating 20: IDG Sweden's Henrik Sorin Hildebrand traveled to New York and Florida.

SEE MORE ON PAGE 8

Question of the week results

What do you use as an alarm clock?



Log on to www.idgcentral.com to vote on this week's question:

Which browser do you prefer?

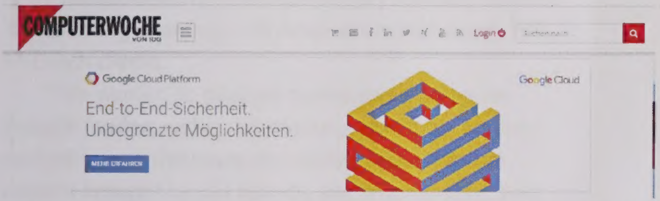
CLICK HERE

CIO Germany's past meets present

*At the CIO of the Year gala last month, **Michael Beilfuss** shows the debut issue of CIO Germany magazine to Gisbert Rühl — then CIO of Babcock, today CEO of Kloeckner — who was on the cover. Rühl delivered the evening's keynote, and Beilfuss and TV host Katrin Müller-Hohenstein (right) co-hosted the gala.*

SEE MORE ON PAGE 2

Google runs major campaigns across IDG Germany sites



The campaigns ran across all of IDG Germany's owned and operated sites, with the B2C sites getting a 73% share and B2B 27%.

IDG Germany reached an advertising milestone in October when it delivered its largest private marketplace (PMP) deal ever, which was sold by IDG Global Solutions.

Google booked a €200,000 (US$237,950) agreement for two campaigns: a branding campaign for a newly opened Google data center in Frankfurt and a campaign to drive interest and registrations for a Google cloud summit in December in Munich. The cloud summit campaign concluded at the end of November, while the data center campaign runs until the end of December.

The campaigns ran across all of IDG Germany's owned and operated sites, with the B2C sites getting a 73% share and B2B 27%. Previously, IDG Germany's largest PMP client was Hewlett Packard, with nearly €70,000 ($83,281) this year.

VP/Data Strategy **Edmund Heider**, who heads the programmatic operations at IDG Germany, and Senior Business Development Programmatic **Elad Gargi** monitored and optimized the campaigns.

Unlike public auction, also called open exchange, private marketplaces are walled areas, where publishers have more control over who and how advertisers access publishers' inventory. PMP is segmented into private auction, preferred deals and programmatic guaranteed. Heider provided the following definitions:

- Private auction follows the same principle as public auction, but only for approved advertisers or agencies.
- A preferred deal is a negotiated, fixed-price deal with approved advertisers or agencies. In this case IDG Germany offered an impression with a fixed price, and the buyer had the option to choose whether or not it buys the impression.
- A programmatic guaranteed deal is comparable with a traditional purchase order deal, but running on a different technical setup. Programmatic guaranteed uses the same technical infrastructure as the other two examples.

"Contrary to popular opinion, the programmatic business does not work automatically without human intervention — it is still a people business and needs attentive monitoring," Heider said. "For the Google campaigns, we had a client requirement of a 60% viewability rate minimum." [The viewability rate is the percentage of ads that are actually seen by a user. A viewed impression is described as being at least 50% on screen for one second.] "As a result, we frequently had to optimize the sites and subsites based on their viewability rate."

For more information contact Edmund Heider. ■

Computerwoche, CIO celebrate innovative companies, executives

*The CIO of the Year team (l-r): **Horst Ellermann**, publisher, CIO magazine and IDG Germany consultant; **Michael Beilfuss**, IDG Germany chief revenue officer; **Karen Funk**, senior editorial project manager and editor for Computerwoche and CIO; and **Heinrich Vaske**, IDG Germany editorial director.*

IDG Germany's CIO of the Year Award Gala took place for the 15th time on Nov. 23. Computerwoche and CIO again drew a large number of the CIO community of Germany, Austria and Switzerland to the five-star hotel Bayerischer Hof in Munich to celebrate the heroes of digital transformation.

The winners and their categories were: Elmar Pritsch, CIO of Bosch (large companies), Thorsten Pawelczyk, CIO of the recycling specialist Tönsmeier (small companies), Michael Müller-Wünsch, CIO of the well-known German online shopping platform OTTO (Innovation Award), and Stefan Heizmann, CIO of the tool manufacturer Gühring, a hidden champion in IoT, received the newly created Industrial Internet Award.

Guest speakers at the gala and the surrounding program: Gisbert Rühl, CEO of the German steel dealer Klöckner, delivered the keynote speech at the gala; Martin Walker, author of "Germany 2064," spoke at the conference before the gala; Vince Ebert, comedian, talked about "Big dadaism: How to survive digitization."

*Senior Editorial Project Manager and Editor of Computerwoche and CIO **Karen Funk** interviews Holger Ewald, CIO of KUKA and a member of the CIO of the Year jury.*

Some of the key sponsors included Accenture, Bechtle, Deloitte, DXC and, for the first time, Google Cloud.

Write to Senior Editorial Project Manager Karen Funk. ■

IDG Netherlands, IDG SMS pitch content marketing services to clients

IDG Netherlands and IDG Strategic Marketing Services collaborated on a complimentary half-day content marketing event outside Amsterdam last month with 17 Dutch clients.

"We wanted to position ourselves as being the thought leaders within this market, experts on content marketing and showcase our added value, through content brought by our brands, and much more, "said IDG Netherlands Managing Director **Maringo Vlijter**, who invited SMS speakers to participate in their role as IDG's global experts, as he had done for a customer meeting on social media last year. "There is a need for our clients to have open discussions with market leaders and peers about how content and the ROI of content should be measured. We take this role upon us to work with customers and support them in their development and objectives."

During their presentation, "Plotting a course through the tech content landscape," Senior Director, Global Content Services **Jim McGinty** and EMEA Content Director **Doug Drinkwater**, both with IDG SMS in the U.K., gave IDG's perspective as a content creator and SMS' position as a content agency. "We spoke about the way we see clients grasping the opportunities of content marketing, but also the unique challenges they face, particularly around creating and mapping ROI," McGinty said. "We then looked at best practices for effective content marketing and real-world examples of companies who are getting this right — often with our help." Companies referenced in the case studies included Xerox, HPE Software/Micro Focus, Oracle and Nabisco (for Oreo cookies).

IDG Netherlands Chief Content Officer **Sander van der Meijs** talked about how clients can work with IDG locally, and an external guest speaker addressed the importance of content marketing. Business Development Manager **Vincent van Beek** and Senior Client Services Manager **Rogier Warnink** brought in the most clients to the session, and Director, Marketing and Operations **Gabriella Meijnckens** organized the meeting.

*IDG Strategic Marketing Services' **Doug Drinkwater** (left) and **Jim McGinty** presented case studies about companies that are using content marketing effectively.*

"Jim and I tried to give some context around the common content marketing challenges, whilst offering practical guidance on how marketers can create content that not only resonates with their target audience but delivers on ROI too," Drinkwater said. "In particular, we focused on how this success usually starts with the basics — good planning, preparation and knowing what content your customers want to consume, where, and when."

McGinty said he the audience was very senior and it was impressive how quickly IDG Netherlands pulled the event together. "There were some great questions, which veered onto some pretty complex territory, and good interactions during and after the event."

Warnink and van Beek said the feedback from attendees was very positive, and there are seven other companies whose representatives were not able to attend who have contacted them for more information. "All of this shows the strong relationship we have with our customers; they see us as their partner" Warnink said. "For me, this event was very useful for doing more and better business with the attendees," van Beek said. "It shows that it helps to be seen more as a consultant than a sales rep. I have already planned six appointments with attendees to talk about our offerings for content marketing and account-based marketing."

Write to Gabriella Meijnckens. ■

IDG's Content Marketing Practice

IDG SMS created the Content Marketing Practice in 2015 in response to clients' requests for help with their owned content. This is content that clients use to form a relationship with buyers and that they publish directly to their own properties and to audience channels such as search, social and CRM. IDG services include content creation, content strategy, design, research and repurposing of existing assets. For more details, go here.

CMO Perspectives video series raises IDG's visibility, opens doors to new business

In January 2016, IDG Communications' marketing team created the CMO Perspectives video series with the goals of driving higher-level engagement with clients to build relationships and gain client intelligence regarding their strategy, structure and goals. Now, 52 videos later, IDG CMO Perspectives has raised the company's visibility with leading marketers and led to deeper strategic revenue engagements.

IDG Communications CMO **Josh London** interviews the marketing executives, usually in their offices, for the five- to seven-minute videos. On the day of the video shoot, London first meets off camera with the subject to discuss their team's strategy and goals for the coming year. "Since CMOs are more likely to answer a question from a peer, we use this time to gain specific account intelligence," he said.

The interviews combine a mix of standard questions, as well as questions that are unique to each participating company. To enable its use as a lead generation vehicle, London asks questions that relate to core areas of focus for IDG, such as content marketing, demand generation, events and account based marketing. He also asks questions that align with upcoming events and product launches. In advance of the IDC + IDG CMO Summit and the Pipeline Activator and Echo launches, for example, he added more questions about customer experience and predictive technology, respectively.

"We find that CMOs have similar challenges and opportunities regardless of company or industry, and they appreciate hearing how their colleagues are addressing these issues."

After the video shoot, London wraps up the day by offering the CMO a strategy and planning meeting between the client's marketing leadership team and an IDG Communications program architect and salesperson to review the company's goals for the next 12 to 18 months and review current IDG research and programs. "I mention that most clients find that they are doing point programs with us rather than a comprehensive effort marketing approach that spans geographies and business units. The 'take rate' for these offers has been 100%, and those meetings often lead to more strategic programs and increased revenue."

As the series developed, London began to receive a number of inbound requests from PR agencies and CMOs themselves, in addition to those coming suggested by the sales team. "For FY18, our focus has been concerted outreach to top revenue-generating accounts and to those accounts that the sales team identify as needing higher level interactions," he said.

The video team of **Adam Patrick Murray**, **Dan Masaoka**, **Doug Duvall** and **Chris Hebert** "do a fantastic job shooting and editing these videos," London said. "And it's incredibly collaborative with the great work being done by members of the marketing team. **Lynn Holmlund** and **Haley Pollard** handle logistics, video editing direction and social promotions. **Tamrah Buhr** uses these assets for demand-generation programs to generate sales leads."

*IDG Communications CMO **Josh London** recently interviewed IBM SVP/CMO Michelle Peluso. Subsequently, IDG representatives were able to schedule a meeting with Group M, IBM's agency, opening the door to additional opportunities and strategic discussions.*

To promote the series, the IDG marketing team shares 30- to 60-second videos via social and on the IDG.com blog.

The CMOs and their social media teams also promote the videos heavily and over an extended period of time from their personal accounts and corporate social accounts on Twitter, LinkedIn and Facebook, reaching millions of social followers and resulting in broad exposure for IDG. For instance, AT&T recently asked for permission to sponsor IDG tweets and LinkedIn posts featuring their CMO to their AT&T's accounts. IBM shared the video featuring IBM SVP/CMO Michelle Peluso internally with their 6,000-person marketing team around the world.

The IDG.com blog posts featuring CMO Perspectives videos are used to capture prospect interest and to add them to Hubspot, where the marketing team nurtures leads until they become marketing-qualified leads to pass to sales. "We also create compilation videos where we feature six CMOs approaches to content marketing, or events, for example," London added. "These videos drive interest to a wider audience for IDG and result in inbound leads for our sales team."

The next interviews to be released are with the CMOs of SAP and NTT Data.

See all of the IDG CMO Perspectives videos here. For more details contact Josh London. ■

IDC hosts annual U.S. sales meetings on East and West coasts

Tech market updates, insight into IDC products and training sessions were all part of the packed agenda at IDC's annual U.S. sales meetings. Held Nov. 8 in Natick, Mass., and Nov. 14 in San Mateo, Calif., the total of 167 participants represented a mix of sales, marketing and research departments, with some employees from Latin America at each location and several from the U.K. in Natick.

Chief Sales Officer **Brad Thorpe**, who chaired the meetings, set the tone with an update on FY'17 bookings, successes, and challenges, and key initiatives to drive success in FY'18, all later highlighted by the day of training.

Sessions included IT market insights and IDC product strategy update (VP/Chief Research Officer **Crawford Del Prete**), how marketing can support sales (Group VP **Christina Kearney**), tactics for sharing IDC content (Director, Digital Marketing & Sales Enablement **Melissa Bambauer** and GVP/GM of Sector, Financial, and Insights Sales **Jim Farley**), a look at key competitors (SVP of Industry Sales **Michael Deutsch** and panelists), custom solutions best practices (Group VP **Steve Fontaine** and panel), IDC spending guides (Group VP/Sales Ken Hoyt, Group VP **Sandra Tubbs** and Product Marketing Manager **Jackie Kliem**) and how to convey IDC's value in sales and social media practices (Tim Haller, Sales Gauge).

Thorpe also recognized outstanding sales representatives and contributors with the Q2 sales awards.

"The day covers a lot, tied to giving the sales team the best insights, best practices from colleagues, and tools to be successful. The ratings overall and for each session were fantastic and showed we met those goals," Thorpe said. "We have a great set of products and services, tremendous prospects, and an outstanding sales team, who, in the words of past overachievers, are truly passionate, driven, creative, customer focused, collaborative, organized, persistent and optimistic — all key sales success traits!"

Write to Sales Operations Manager Ruth Sager. ■

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. Follow IDC on Twitter, Facebook and LinkedIn. Share and retweet!

*Sales Year18 Q2 Award Winners West (L-R): Senior Account Executive **Kirsten Moran**, Associate VP **Kevin Brodie**, Senior Client Service Representative (CSR) **Frank Flores**, Regional Account Manager **Brenda Vondran**, Senior CSR **Ida Young**, CSR **Linda Duncan**, Lead CSR **Monica Bennett**, Associate VP **Anne Stevenson**, Senior Account Representative **Rick Reyes** and Business Development Representative **Mary Rose LeBaron**. (Not pictured: Associate VP **Steve Kempton** and Sales Director **Tim Tom**.)*

*SY18 Q2 Award Winners East. (Seated, l-r): Sales Manager **David Baron** and Sales Director **Jim Stone**. (Standing, l-r): Senior Account Executive **Russ Burman**; Senior Client Service Representative (CSR) **Shannon Roche**; Director, Digital Marketing & Sales Enablement **Melissa Bambauer**; Director, Sales Enablement **Jill Toole**; CSR **Jeannie Keefe**; Sales Manager **Pam Torchinsky**; and Associate VP, Vendor Accounts **Tricia Henderson**. (Not pictured: Sales Manager **Matt Iaricci** and Client Service Representative **Lynda Sterling**.)*

New series: a look at China Oceanwide's businesses and philanthropy around the world

China Oceanwide Holdings Group first started in 1985 in Weifang, a small city in Shandong province on the east coast of China. During the past three decades, the company has grown from an educational training and technology service provider into a large conglomerate with well-established and diversified businesses across five continents and includes operations in financial services, real estate assets, energy, media and culture, technology and strategic investment.

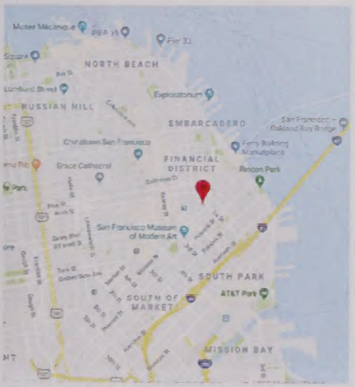
In a letter to IDG employees earlier this year following its acquisition of IDG, Chairman **Lu Zhiqiang** wrote: "At China Oceanwide, we have a deep-rooted corporate culture with values centered on the principles of diligence, faith, loyalty, dedication, entrepreneurship, innovation, aspiration and ambition. Similar to Mr. McGovern and IDG, we take seriously our corporate responsibility as a steward for our community and our staff, and we encourage the unified pursuit of social, corporate and personal goals, responsibilities and interests. In the past three decades, China Oceanwide has donated around US$1 billion to social causes and public charity foundations with a focus on poverty alleviation, disability awareness, disaster relief, environmental protection, education, culture and the arts."

中国泛海
CHINA OCEANWIDE

The article below is the first in a series of occasional updates about China Oceanwide's business and philanthropic activities around the globe.

Chairman Lu Zhiqiang visits California real estate projects

China Oceanwide Holdings Group Chairman **Lu Zhiqiang** visited the Oceanwide Center Project in San Francisco on Aug. 18, his second time on site after attending the groundbreaking ceremony last December. After completion in 2021 it will be the second highest building in San Francisco and the tallest residential project on the West Coast.



The map marker shows the location for Oceanwide Center in San Francisco.

Located in the Transbay area, close to Market St. and the financial district, the two million-square foot development includes a 605-foot residential tower and a 910-foot hotel, residential and office tower as well as new public spaces and pedestrian links through the downtown.

Chairman Lu also inspected the progress of the company's first major real estate development project in the U.S., Oceanwide Plaza in Los Angeles, on Aug. 21. Located adjacent to the Staples Center and L.A. Live, Oceanwide Plaza will consist of the five-star Park Hyatt hotel, two 40-story residential towers and a 166,000-square foot retail and dining galleria.

*China Oceanwide Holdings Group Chairman **Lu Zhiqiang** (fourth from right) and IDG President **Brett Bing Liu** (far right) visited the Oceanwide Center in San Francisco in August.*

More than 26 floors have already been constructed, and the project is expected to be completed by 2019 and make a significant contribution to the future development of the city's core area.

The China Oceanwide team sees the upcoming 2028 Los Angeles Olympic Games as an opportunity to increase the visibility and influence of the Oceanwide brand in the U.S. ■

noteworthypeople

New employees

Patel

IDC U.K. welcomes Senior Business Development Manager **Raj Patel**. He was previously European business development director for data insights at Forrester. Raj has an undergraduate degree in chemistry and an MBA from the Warwick Business School in the U.K. He spends his weekends walking and has explored many cities — among them Mumbai, Moscow and Harare — on foot. rpatel@idc.com

Kalvar

Research Manager **Shannon Kalvar** is working remotely from the Indianapolis area for IDC's IT Service Management and Client Virtualization Software group. He was recently director of IT Strategy and Planning at OneAmerica Financial Partners. Shannon has a B.A. in religion from Case Western Reserve University in Cleveland, Ohio, and an MBA from Bellarmine University in Louisville, Ky. When not busy with family time and keeping up with his three children, he enjoys reading, primarily in philosophy and sociology, and writing on a variety of non-technical topics. skalvar@idc.com

Send Noteworthy information to world_update@idg.com.

Thanksgiving preview

Front (l-r): ***Rachel Lavallee, Christin Surette, Lissa Piscopo Mudd, Brittany Angel, Johannah Cassidy*** *and* ***Mollie Moran.*** *Back (l-r):* ***Caroline Mewing, Deb Begreen, Cheryl Barrett, Shay Egan, Brittany Schilling, Nicole Day*** *and* ***Dayna Klein.***

Always on the hunt for an opportunity to put some cheer into the day, the Events team at IDG Communications in Framingham, Mass., put together some kitchen festivities on the Thursday before Thanksgiving. Event Planner **Shay Egan** spotted an inflatable turkey while grocery shopping that morning and talked the grocery staff into setting it free for the party.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company from Dec. 1 to Dec. 17.

26

Kristen Kim *IDG Communications*

22

Janis Dempsey *IDC*

20

Ludovic Poussier *IDC France*
Joseph Howard *IDC*

18

Katja Schmalen *IDC Germany*
Snjezana Popovic *IDG Germany*
Daniela Cimino *IDC*
John Cooney *IDG Corporate Services Group*

17

Isabella Tillmann *IDG Germany*
Joachim König *IDG Germany*
Kevin Kane *IDC*

15

David Senf *IDC Canada*
Andreas Strauch *IDC Germany*

14

Niclas Söderlund *IDG Sweden*
Daniel Skoglund *IDG Sweden*

13

Shinji Kozaki *IDC Japan*

12

Neli Vacheva *IDC Bulgaria*
Martin Horcicka *IDC CEMA*
Karen Massey *IDC*
Lisa Kue-Miya *IDC*
Lisa Kerber *IDG Communications*

11

Per Danielson *IDG Sweden*
Karsten Weide *IDC*
Romelle Herring *IDC*

10

Belen Alemañy *IDC Argentina*
Zeynep Kilic *IDC Turkey*
Phuong Hang *IDC*
Zoe Crowder *IDC*
Jacklyn Kliem *IDC*
Elaina Stergiades *IDC*

9

Cherry Yumul *IDG Australia*
Marcus Torchia *IDC*
Gary Chen *IDC*

8

Natasha Deboo *IDG Connect International*

7

Sandra Misovski *IDC Germany*
Miguel Mateo *IDC Spain*
Sarka Grundy *IDC CEMA*
Peter Kosinar *IDC CEMA*
Rick Currier *IDG Communications*

6

Ute Hofmann-Boehmer *IDC Germany*
Maringo Vlijter *IDG Netherlands*
Claudia Medin *IDC Mexico*
John Wainwright III *IDC*

5

Warren Shiau *IDC Canada*
Irina Bolotova *IDC Central Asia*
Mathew Wisinewski *IDC*
Linn Huang *IDC*

4

Lisa Borthwick *IDC U.K.*
Aleksandra Zygarska *IDG Poland*
Sofia Hvenström *IDG Sweden*
Jaroslav Kacer *IDC CEMA*
Dalibor Vanicek *IDC CEMA*
Rachel Lavallee *IDG Communications*

3

Miles Dawson *IDC U.K.*
Archana Venkatraman *IDC U.K.*
Preya Shah *IDG Global Solutions EMEA*
Aeelen Miranda *IDC Mexico*
Pablo Garcia *IDC Mexico*
Zuzana Grelova *IDC CEMA*
Lior Fried *IDC Israel*
Olga Lobova *IDC Russia*
Wynnette Outland *IDC*
Phillip Goodwin *IDC*
Bryan Bassett *IDC*
Anthony Scarsella *IDC*

2

Manvinder Chana *IDC U.K.*
Hannah Dowie *IDC U.K.*
Lea Charley *IDC U.K.*
Eric Emin Wood *IT World Canada*
Sidona Tesfai *IDG Sweden*
Ida Juvas Sjöström *IDG Sweden*
Camila Ramos *IDC Brazil*
Kostadin Kostadinov *IDC Bulgaria*
Jan Alexa *IDC CEMA*
Victoria Akimova *IDC Russia*
Jeanne Keefe *IDC*
Robert Palmer *IDC*
Carrie Solinger *IDC*
Marianne D'Aquila *IDC*
Kevin Prouty *IDC*
Katherine Stevenson *IDG Communications*
Katya Nekhaeva *IDG Communications*

1

Domenico Perrotta *IDC U.K.*
Mandy Kovacs *IT World Canada*
Narine Kadyan *IDG Netherlands*
Anna Olsson *IDG Sweden*
Tetsuya Maruyama *IDC Japan*
Marcos Blois *IDC Brazil*
Martina Novakova *IDC CEMA*
Aigerim Mussirova *IDC Central Asia*

celebrating20

Henrik Sorin Hildebrand

Campaign and Database Coordinator

IDG Sweden

Joined IDG Sweden
Jan. 7, 1997

Career path
When I was hired 20 years ago, I started as IDG Sweden's first online ad operations coordinator. But back then there weren't many banners and ads on the sites to take care of. So most of my time I focused on IDG Sweden's job site and published all the recruitment ads. After a few years I took on the role of webmaster for the job site, and I stayed there for many years. For the last five or so years I have been working with IDG Connect Nordics as Campaign and Database Coordinator.

Why I chose this trip
We wanted to combine big city life with ocean and sun, and the kids really wanted to go to the U.S. So we decided to start with one week in Manhattan and then a relaxing week in sunny Tampa, Fla.

Who you traveled with
My wife, Anne-Marie; my daughter Elin,15; and my son Simon, 11.

Trip highlights
It was a really hot and hectic week in the Big Apple. A few of the highlights were High Line Park, Central Park, the Empire State Building, Little Italy, Staten Island Ferry, American Museum of Natural History, shopping, good food and drinks. We also saw The Lion King on Broadway, which was great. And my friend Fredrik and his family, who all live in the states, came up to New York, and we all attended the annual Swedish Midsummer Festival with more than 5,000 other Swedes in Battery Park.

In Florida it was even hotter than in New York City, as expected. We stayed at a small, cozy apartment hotel just by the beach, and we didn't do much more than relax by the pool and in the hot ocean. We hired a car and took short trips along the coast, and we spent one day at Busch Gardens amusement park. Tampa was a perfect place to relax after the hectic stay in Manhattan. We'll probably go back there in the future.

Visiting the Empire State Building.

Times Square, New York City.

John's Pass Village and Boardwalk in Madeira Beach, Fla.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

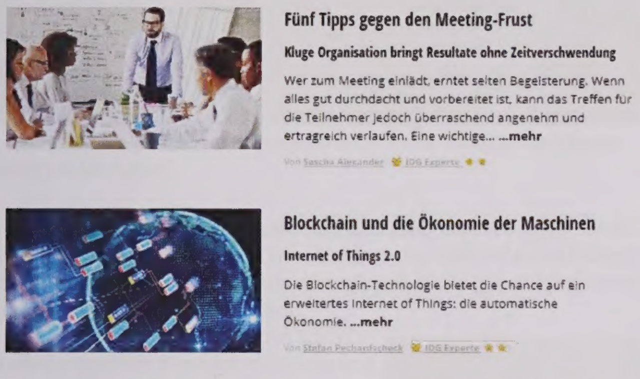
IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

20 NOVEMBER 2017 | VOLUME 47, NUMBER 39 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | CELEBRATING 20 - *page 7*

IDG Germany develops new process for Experts Network



Fünf Tipps gegen den Meeting-Frust

Kluge Organisation bringt Resultate ohne Zeitverschwendung

Wer zum Meeting einlädt, erntet selten Begeisterung. Wenn alles gut durchdacht und vorbereitet ist, kann das Treffen für die Teilnehmer jedoch überraschend angenehm und ertragreich verlaufen. Eine wichtige... **...mehr**

Von Sascha Alexander IDG Experte

Blockchain und die Ökonomie der Maschinen

Internet of Things 2.0

Die Blockchain-Technologie bietet die Chance auf ein erweitertes Internet of Things: die automatische Ökonomie. **...mehr**

Von Stefan Pechardscheck IDG Experte

The new method uses a keyword tool to suggest topics that the 400 Experts Network contributors can select for the articles they write for three B2B sites, and guidance on how to maximize search relevance.

SEE MORE ON PAGE 4

Also inside

IDC talks digital transformation at RSA Conference in Abu Dhabi

One on one: IDC SVP/Worldwide Tracker Research Eric Prothero

IDG Communications releases cybercrime survey

IDG Direct in Dublin recognizes its longest-serving staff members during a company meeting.

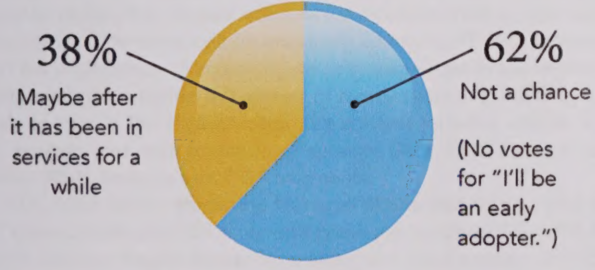
SEE MORE ON PAGE 6

Celebrating 20: IDC U.K.'s Mathew Heath traveled with his family to the Canadian Rockies.

SEE MORE ON PAGE 7

Question of the week results

Would you use the Amazon Key service that lets a courier unlock the front door and drop packages inside when no one is home?



(No votes for "I'll be an early adopter.")

Log on to www.idgcentral.com to vote on this week's question:

What do you use as an alarm clock?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Fast-Changing Industry Trends Force Publishers To Rethink Content Management (AdExchanger)

This Agency Thinks Blockchain Is the Answer to Advertising's Media Transparency Issues (AdWeek)

B2B Loyalty Leads To Greater Email Open Rates: Survey (MediaPost)

European Broadcasters are Joining Forces to Fight Facebook and Google (Digiday)

Nearly All Mobile Traffic Originates on Smartphones in Emerging Markets (eMarketer)

IDC talks digital transformation at RSA Conference in UAE

IDC
ANALYZE THE FU
Consulting | Research | Eve
Your Strategic Digi
formatior

(L-R): IDC MEA sales representatives ***Prateek Shah, Munawar Abdulkareem, Chethan Kumar*** *and* ***Eric Samuel.***

IDC had an active presence at the RSA Conference in Abu Dhabi, United Arab Emirates earlier this month. The two-day RSA-led event brought together more than 1,100 prominent global and regional infosecurity specialists from around the world.

IDC served as an association sponsor, staffed a booth in the exhibition area and promoted its third edition of DX Insights magazine. Group VP/Regional Managing Director Middle East, Africa and Turkey **Jyoti Lalchandani** addressed digital transformation and the state of security in the Middle East during one of the conference sessions. He shared the perspectives of regional CIOs, talked about the skills gap and security investments and offered predictions about DX and security for the next five years.

Sheila Manek *(left) and* ***Megha Kumar.***

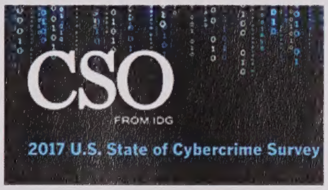
DX Insights magazine is a supplement within Gulf Business, a leading monthly magazine and website in the Middle East region, based in Dubai, that targets corporate executives from a wide range of industries. The latest edition examined a range of IT security issues, from the importance of improving security awareness in the region to strategies for combating the spread of ransomware and building new levels of trust in the digital world. The content includes articles from IDC analysts and representation of sponsor DELL EMC through case studies (RSA), features and Q&A segments.

IDC MEA Senior Marketing Manager **Sheila Manek**, who with the IDC team coordinated IDC's on-site presence, credited IDC MEA Research Director **Megha Kumar** for making the initial contact with RSA organizers and collaborating with her to execute IDC's participation. Kumar also was onsite to offer advice on security and build relationships with potential vendors. Members of the IDC MEA sales team — **Prateek Shah**, **Chethan Kumar**, **Munawar Abdulkareem**, **Eric Samuel** and **Priyanjali Sarkar** — networked with conference attendees to pursue potential business opportunities.

Write to Sheila Manek. ■

CSO releases 2017 U.S. State of Cybercrime survey results

Despite increased budgets and C-level support, security leaders' concern over cyber threats is growing, according to the results of the 2017 U.S. State of Cybercrime survey conducted by CSO. Cybersecurity remains top of mind with three quarters of security leaders more concerned about cybersecurity threats now than they were in 2016.


CSO
FROM IDG
2017 U.S. State of Cybercrime Survey

The goal of the survey is to gain insight into the frequency and impact of cyber incidents, organizational and partner defense tactics and security spending trends.

Based on responses from more than 500 U.S. executives, security experts, and others from the private and public sectors, the results provide a look into the state of U.S. cybersecurity, revealing how security and business leaders are defending their organizations, the top threats they are facing, as well as the ramifications when an attack occurs.

The survey was conducted by CSO in collaboration with the CERT® Division of the Software Engineering Institute at Carnegie Mellon University, the U.S. Secret Service, and sponsored by Forcepoint.

The project was a collaboration across IDG Communications. SVP/CSO Publisher **Bob Bragdon** worked with the partners on questionnaire development, Director of Research **Jen Garofalo** fielded the research, Senior Marketing and Research Specialist **Stacey Raap** packaged the research, Marketing Coordinator **Haley Pollard** did the social promotions and Marketing Director **Lynn Holmlund** wrote the press release.

Research studies such as this serve as a means for the IDG Communications sales team to engage with clients. The team invited media buying clients to two September breakfasts in Waltham, Mass., and Palo Alto, Calif., during which Bragdon presented the cybercrime study, as well as recent security priorities research.

For more information write to Lynn Holmlund. ■

Financial Loss from Cybersecurity Events Increasing
IDC

SVP/CSO Publisher ***Bob Bragdon*** *presented several research studies to clients at a Security Breakfast in Palo Alto, Calif., on Sept. 28.*

IDG Germany creates SEO-optimized articles marketplace for Experts Network

IDG Germany is using a new method, based on data-driven analysis, of identifying topics that members of its Experts Network can select for the articles they contribute to Computerwoche.de, ChannelPartner.de and CIO.de.

The process has not only given the 400 members of the network new story ideas and guidance on how to best present their insights, it also helps ensure that their articles rank highly in search results for that topic, expanding the potential to bring in new readers to the sites.

Launched in 2014, the Experts Network has enabled IDG Germany to expand its editorial coverage by inviting CEOs, professors, lawyers, business consultants, several market researchers and IT users to share their knowledge. Generally they can decide what they want to write about it, under the guidance of the editorial team.

Recently, however, **Alexander Dreyssig**, portal manager for Computerwoche and TecChannel, had an idea about how to create more SEO-optimized articles for the sites. He works with an online tool: https://keywordtool.io/google, that shows which keywords Google users search most frequently in connection with a topic. If the search volume for a given term is high enough, he creates an "article briefing" — a Word file template that has all the requirements for the author, including the important keywords an author should use within an article.

Dreyssig

Experts Network Director **Beate Wöhe** then loads the briefing files into the new "SEO-article marketplace" that exists on the Experts Network's Yammer platform. Network members can check the marketplace for topics their want to write about and download the corresponding briefing. When an author has chosen a briefing, he or she can reserve it by writing their name and deadline in the articles list.

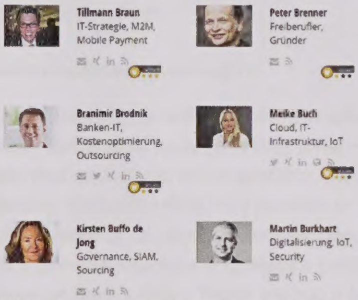
"Before our article marketplace, I sometimes asked selected experts whether they would like to write about a topic that I knew corresponded to a popular search term, and I never received a negative answer," Wöhe said. "But creating the article marketplace has simplified this procedure and makes it faster."

Some of the SEO-optimized topics and articles have been:

Office 365 Teams: Optimal organization of teamwork in Office 365
Enterprise Social Networks: The best ESN-Tools
FAQ Process organization: What managers need to know
FAQ Risk management: What companies have to consider

Feedback from the experts has been positive so far, Wöhe said. In just the first week of the marketplace, experts reserved 23 SEO articles. During 2017, the three sites have published 50 to 60 experts articles per month.

Wöhe said she's aware of just one German competitor — Vogel Media — that uses a contributor network, which it began last year for industry-of-things.de. It has about 100 contributors, but with its narrow focus on IoT, the platform serves a limited audience.


Tillmann Braun
IT-Strategie, M2M, Mobile Payment

Peter Brenner
Freiberufler, Gründer

Branimir Brodnik
Banken-IT, Kostenoptimierung, Outsourcing

Meike Buch
Cloud, IT-Infrastruktur, IoT

Kirsten Buffo de Jong
Governance, SIAM, Sourcing

Martin Burkhart
Digitalisierung, IoT, Security

IDG Germany's content management system calculates the activity level of each expert based on the number of delivered articles and their page impressions. The result appears as one to three stars in an author's profile, on the Expert Network's contributors page (above) and with each of the author's articles.

Write to Beate Wöhe. For an example of an article briefing in English, click here. ■

Working with the Experts Network

Members of the Experts Network are invited to join the Experts' Yammer platform as a way to connect with each other and members of the IDG Germany B2B editorial team, ask questions and download documents and templates. While it's not a requirement to join, 335 of the 401 experts have signed on to the platform. Experts Network Director **Beate Wöhe** also sends out newsletters two or three times a year, but she shares information more regularly through Yammer.

During the Experts Network's early days, Wöhe offered the most active contributors free annual subscriptions to IDG Germany's digital publications. Beginning last year, since the network has grown substantially, Wöhe changed tactics and rewards the 10 experts whose articles have had the most page impressions with a small present and a personal note of congratulations on their success.

noteworthypeople

New employees

El Emary

IDC Egypt Country Manager and MEA Senior Consultant **Nagia El Emary** joins the company from Vodaphone, where she was head of Business Intelligence, Insights, Research, Campaigns and Customer Experience. She has a BS in business administration and an MBA from the Kogod School of Business at the American University in Washington, D.C. She keeps busy with her nine-year-old son and is "learning how to play PS4 games with a goal to beat him at least once." Nagia is on the board of MOVE Egypt, a non-profit focused on providing a better quality of life for children in the Middle East born with cerebral palsy. nelemary@idc.com

D.TOMASZEWSKI

Emmanuel-Desir

IDG U.K. welcomes Marketing Executive **Lydia Emmanuel-Desir**, who previously held the same title at David Phillips Furniture. She is a graduate of London South Bank Universit with a Ba (Hons) in marketing. Outside the office she makes time for cooking, especially to try new vegetarian recipes, and swimming. lydia_emmanuel-desir@idg.co.uk

Jirouskova

HR Administrator **Pavla Jirouskova** joins IDC CEMA, having held the same role at Mediterra. She is pursuing a law degree at Charles University in Prague. Pavla enjoy spending time with her border collie, playing volleyball, tennis and squash, and traveling. pjirouskova@idc.com

Travnickova

IDC CEMA also welcomes HR Executive **Eliska Travnickova**, who recently worked at Skoda Auto as an IT recruiter. She has an undergraduate degree in adult and continuing education administration from Jan Amos Komensky University in Prague. Eliska is always interested in trying new things and now taking an beginner's acting class and a Java course. etravnickova@idc.com

Returning employees

Cross

Macworld Staff Writer **Jason Cross** rejoins IDG after freelancing for several websites the past few months. His most recent IDG role had been executive editor for Greenbot, and over the past seven hears he had also been executive editor for TechHive and senior editor for PCWorld. He has a degree in Asian Studies from Florida State University and enjoys video games, photography, movies and fiddling with PC hardware. jason_cross@idg.com

Muse

Dan Muse returns to IDG Communications as audience engagement director. He'll focus on providing recommendations to help the editorial team increase organic traffic through data-driven content. Dan was previously the contract editor for RTInsights, freelance editing for CMSwire and writing for publications such as Datamation, SearchCRM and eSecurityPlanet. Most recently at IDG he was editor in chief of CIO.com, and he has also been senior features editor at Macworld. dan_muse@idg.com

Send information for the Noteworthy section to world_update@idg.com.

continued from page 3

One on one

standing our clients better, being proactive to their needs and being quick to resolve issues. The second is Move in New Directions: we will be looking to examine new data sets and new approaches to creating and delivering them. The third is Improving Analyst and Process Efficiency: we are focusing on key items that can simplify how we do what we do to lessen the load on the IDC analyst network. And the fourth is Evolve Our Talent: we will be more proactive in the tracker group in terms of showing and sharing best practices that improve the business as well as our individual skill sets.

Q How do you see the tracker business evolving?

A I believe that, more and more, our clients will be looking at other data sets to see if and how they can answer questions they have — data sets like job posting data that could help in competitive analysis, sentiment data that could assist in understanding how positive or negative the market is about a vendor or its products, or company org charts that could provide a glimpse into how important a particular initiative is on the management team's radar. These are just a few examples.

I also think they will be comparing these other data sets to the tracker data output to find relationships that may exist. I believe IDC is in a great position to find these other data sets, analyze them and help our clients understand the story in the data. Therefore, I can imagine that looking forward from a product perspective, we will begin to gather new data sets and partner with firms with other data sets and use them to complement IDC's market size, share and forecast data in the trackers

From a process perspective, we are investing in important areas that allow us to improve the data quality and consistency, while reducing the analyst time in the process. Two of the key initiatives here are the team we have in India that builds mathematically driven forecasts and provides them to the analysts in country to adjust and use in their process. Additionally, last month we created a new Webscraping Team in the Czech Republic that will begin to scrape the web for tracker product prices and model specification data through a central process rather than the decentralized one we have today.

Q What new trackers are you launching in 2018?

A Over the coming year we will launch several new trackers including the Cognitive/AI Systems Tracker, Smart Home Tracker, Server & Storage Workloads Trackers, PC Gaming Tracker and a Printer Consumables Tracker. We will also be reaching critical mass on two recently launched trackers — the Industry Cloud Tracker and the AR/VR Headset Tracker. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company from Nov. 20 to Nov. 30.

29
Donna Fraser *IT World Canada*

28
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

26
Karen Wilde *IDG Communications*

23
Timothy Greene *IDG Communications*

19
Francis Hare *IDC*

18
Neil Bennett *IDG U.K.*

17
Ellen Hughes *IDC*

16
Melissa Riofrio *IDG Communications*

14
Michael Hennessey *IDC*
Jeanne Lee *IDC*

13
Beth Fitzgerald *IDG Communications*

12
Andrew Widjaja *IDG Australia*

11
James Lee *IDG Global Solutions EMEA*

7
Arabella Searle *IDG Australia*
Robert Brothers *IDC*
Thomas McDonald *IDG Communications*
Lean Yamshon *IDG Communications*
Hack Warrensford *IDG Communications*

6
Andrew Ferris *IDG Communications*

5
Xi Zheng *IDC China*
Byron Halbower *IDG Communications*
Marislei Mattias *IDC Brazil*

4
Vicky Bentley *IDG U.K.*
Priscilla Ho *IDC Singapore*
Emily Hanoian *IDG Communications*
Andrea Kosova *IDC CEMA*

3
Merveil Varghese *IDC Middle East & Africa*

2
Sonam Sangwan *IDC India*
Josef Andrade *IDC Philippines*
Judith Pajanostan *IDC Philippines*
Alison Close *IDC*
Cathy Kelly *IDC*
Jessica Blumental *IDG Communications*
Samantha Milton *IDG Corporate Services Group*
Samuel Plante *IT World Canada*

1
Phani Ganti *IDG Australia*
Alexander Angeles *IDC Philippines*
Joyce Ngiam *IDC Singapore*
Vanessa Quake *IDC Singapore*
Kandavel Odathurai Maruswamy *IDC CCR*
Niharika Kumar *IDC CCR*
Yali Liu **IDC U.K.**
Erin Cushing *IDC*
Rajesh Ghai *IDC*
Christopher Webber *IDC*
Dylan Horn *IDG Communications*
Erica Hartnett *IDG Communications*
Michael Simon *IDG Communications*
Philip Suller *IDG Global Solutions EMEA*
Brendy Cotos *IDC Brazil*
Isabel Barandiaran *IDC Peru*

IDG Direct salutes long-time staff members

(L-R): Team Leader ***Yao Liu****, IDG Communications COO* ***John O'Malley****, Alliance Manager* ***Tom Stakelum****, IDG Direct General Manager* ***John Moran*** *and Campaign Delivery and Resources Coordinator* ***Mohamed Braham****.*

During a recent company meeting at its Dublin office, IDG Direct recognized its longest-serving employees.

"Alliance Manager **Tom Stakelum** has been with us since we launched IDG Direct," said IDG Direct General Manager **John Moran**. "He singlehandedly delivered our first telemarketing campaign in August 2011; that was a sign of things to come. He is well worth special mention, and not just because of his longevity. Tom has long been the go-to person for U.S. and international business units. He is the font of all knowledge and famous for being always on."

Campaign Delivery and Resources Coordinator **Mohamed Braham** and Team Leader **Yao Liu** joined IDG Direct as telemarketing agents five years ago and have both held multiple roles over the years. "Mohamed and Yao have been instrumental in the development of the contact center and the growth of demand generation in IDG," Moran said. "Mohamed ensures timely delivery of our international campaigns, and Yao is team leader for our French, Benelux and Middle East teams."

Five-year employee **Chitra Tanakoor** is currently on maternity leave. She joined the company as a part-time telemarketing agent while she was in college. After completing her studies, she began working full-time in business development, as a team leader and now as assistant operations manager. ■

Wanted: Your office photos

COMPUTERWORLD LIVE

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. (At right, one of IDG Czech Republic's webcasts on GDPR.) Send the photo with a short description to idgcentral@idg.com.

Get social

Stay up to date on all things IDG by following the company's corporate social media accounts.

For IDG Communications, go to Twitter, Facebook and LinkedIn.

Follow IDC on Twitter, Facebook and LinkedIn.

Share and retweet!

celebrating20

Mathew Heath

Marketing Director

IDC EMEA

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC EMEA's Mathew Heath traveled to Canada this year.

Date joined IDC U.K.

Jan. 6, 1997

Career path

I have been in the marketing organization for Europe since day one. I started out doing direct mail (involving photocopying, sticking labels, franking [applying stamps] and actually posting things!), moved into press and PR, added in some product marketing, did half a sales job as well as marketing after the dot com bubble burst, then ended up pulling a lot of it together along with some heavy "staying close to the customer" action and business development. I am now EMEA Marketing Director.

Why I chose this trip

My wife had always wanted to go to Canada ever since she watched Anne of Green Gables, and we have some family and friends there. We knew that the Canadian Rockies and the countryside was beautiful and full of nature.

Who I traveled with

My wife and our two kids, Beatrix, age 8, and Eugene, 5. We rented a car and hit the road from Calgary, going west via Golden, Vernon, Tsawassen, Victoria, Ucluelet and Vancouver. We met up with friends on a beach on Vancouver Island and spent a weekend in Vancouver city with another friend.

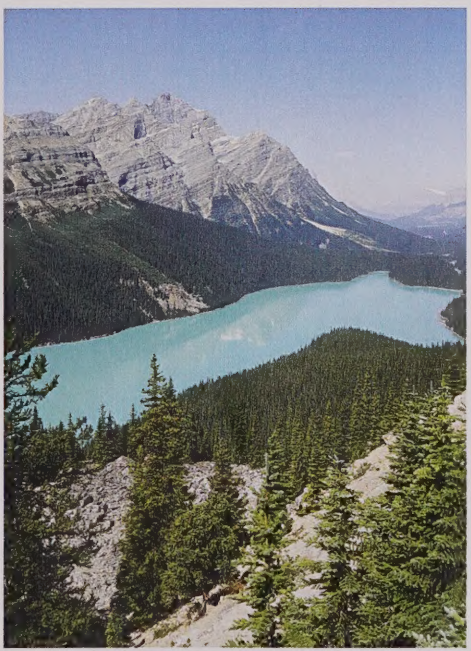
A Pacific grey whale breeched near our boat.

Columbia Icefield (Athabasca Glacier).

My wife, Holly, and I with our children on Vancouver Island.

Trip highlights

This would probably depend on who you asked. My wife and I loved the big nature: the beautiful mountains and lakes, the wild beaches and the wildlife — we saw bears, deer, goats, squirrels, Pacific Grey whales, a sea otter and bald eagles, to name a few. The kids greatly enjoyed the motels with swimming pools. There's some pretty great microbreweries too, so I also had some nice drinks!



Peyto Lake in Banff National Park, Alberta.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

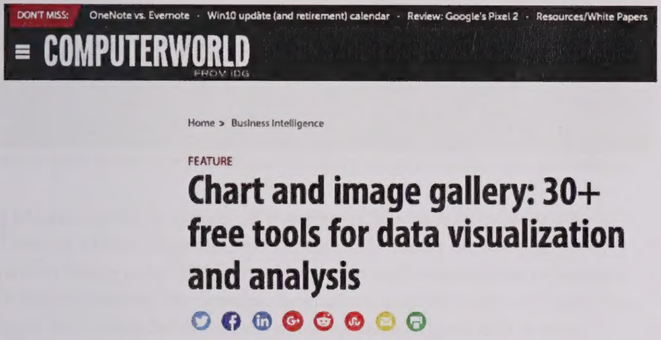
IDG World Update

EMPLOYEE NEWS AND INFORMATION

6 NOVEMBER 2017 | VOLUME 47, NUMBER 38 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | FEATURE - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

Great tools for finding, saving and analyzing information



DON'T MISS: OneNote vs. Evernote · Win10 update (and retirement) calendar · Review: Google's Pixel 2 · Resources/White Papers

COMPUTERWORLD FROM IDG

Home > Business Intelligence

FEATURE

Chart and image gallery: 30+ free tools for data visualization and analysis

IDG Communications' Director, Editorial Data & Analytics Sharon Machlis shares her tips on the best data tools for journalists — and anyone else who needs to analyze and visualize data.

SEE MORE ON PAGE 4

Also inside

IDG Netherlands' "Tactics Day" plans for FY18

IDG Germany hosts Leadership Excellence Program

One on one: IDC Asia/Pacific Managing Director Eva Au on the region's tech market, IDG/IDC ties

Volunteer profile: Project/029's Sándor Mester

IDG Sales University presents tips, tricks and new ideas about the sales process.

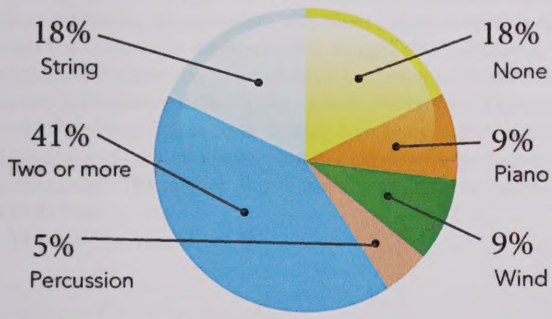
SEE MORE ON PAGE 6

IDG Communications Art Director, Visual and Digital Media Terri Haas is this week's Unsung Hero.

SEE MORE ON PAGE 9

Question of the week results

What kind of musical instrument have you ever played?



Log on to www.idgcentral.com to vote on this week's question:

Would you use Amazon Key?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

How Apple's Unconventional iPhone X Marketing Strategy Will Make You Want One at Any Cost (Macworld)

IDC Reveals Worldwide Digital Transformation Predictions (IDC)

More Americans Are Turning to Multiple Social Media Sites for News (Pew Research Center)

Amazon Consolidates Its $1 Billion-Plus Global Media Buying Business with IPG Mediabrands (Adweek)

In the Hunt for Consumer Revenue, Publishers Are Hiring E-Commerce Marketing Veterans (Digiday)

IDG Netherlands' planning goals look for synergies across teams

*Senior Client Services Manager **Rogier Warnink** presents his account plan to colleagues.*

IDG Netherlands kicked off the start of the new fiscal year with its annual offsite "Tactics Day" on Oct. 27. Based on the budget and overall strategy for 2018, the 16-person staff reviews the tactics and priorities planned for finance, operations and HR, content, data, Strategic Marketing Services and delivery, sales, digital and events.

"A focus on sales, execution and innovation; finding synergies; and developing a constant communication to streamline sales, delivery and innovation is crucial, which is why this kind of meeting is so important," said Managing Director **Maringo Vlijter**. "Each department shares ideas, and there are a lot of open discussions, but at the end of the session we all have the same agenda and we know what needs to be done."

Every quarter, each employee has to document his or her "must do, need to do, nice to do" action points, which are logged on Sharepoint for the whole group to see, and revised for the next quarter as needed.

Going into FY18, Vlijter said the business unit is continuing its focus on increasing engagement with Most Valuable Profiles (MVPs), who are the IT decision makers mostly sought after by clients; account-based marketing in which MVP customer journeys are created, and consultative sales to get more in the center of clients' paid, owned and earned discussions. Speed in delivery and innovation, cost control and continuous learning are conditions for further success, he added. The team is also researching consumer revenue as a new cash flow.

Write to Maringo Vlijter. ■

Featured in the media

IDG Connect Managing Director **Matt Smith**'s article in Ad Exchanger explains why it's time to pay closer attention to how GDPR will affect businesses and consumer data next year. Editorial Director/U.S. & U.K. **Matt Egan**'s interview with FIPP focused on IDG's editorial tactics and use of data to better understand audience needs.

Leadership Excellence Program builds CIOs' management skills

One of the interactive workshops involved small groups competing to create their own 3D printing company; the winners were IT executives from BMW, Coperion, Lanxess and Canyon Bicycles.

IDG Germany wrapped up the first segment of its two-part Leadership Excellence Program (LEP) last month, with 23 IT executives gaining new management skills through classes held at IDG's partner, the WHU-Otto Beisheim School of Management in Düsseldorf.

The executives spent a week covering topics such as entrepreneurship, start-up culture, leadership and agile methodologies through lectures, small-group discussions and workshops.

The program — one of the offerings within the business unit's IDG Executive Education portfolio — is supported by DXC Technology. WHU is largely responsible for the content of the classes, and IDG Germany manages all other aspects of the program.

In addition to the coursework, participants bonded through social events, including a visit to a cooking studio where they prepared and enjoyed a four-course meal; an IDG welcome dinner at a restaurant opened exclusively for them; a soccer-watching evening at the hotel (with the vice IT executive from the FC Bayern Munich club in the group); and a tour of Düsseldorf.

"The reactions we got were outstandingly positive, and we are really looking forward to our China visit at the end of April," said **Simon Hülsbömer**, program manager, Executive Education, who was on site along with Community Manager **Caroline Hagl**. "We will be looking at innovative companies in Beijing and Tjianjin and the planned new metropolitan region "Jing-Jin-Ji" around these two cities, where all in all 130 million people are supposed to live and work in the near future."

Write to Simon Hülsbömer. His summary and photo essay on LinkedIn Pulse (in German) is here. ■

Stay up to date on all things IDG by following the company's corporate social media accounts. For IDG Communications, go to Twitter, Facebook and LinkedIn. For IDC, go to Twitter, Facebook or LinkedIn. Share and retweet!

OneonOne

Eva Au

IDC Asia/Pacific

The managing director of IDC Asia/Pacific is this week's columnist. Reach her at eau@idc.com.

> "Opportunities abound [for IDC] in Asia/Pacific, but the secret to success is monetizing opportunities that can be scalable and eventually syndicated."

Q What are some themes IDC is hearing from vendors and/or end users in the region?

A Organizations across industries and geographies are impacted by 3rd Platform technologies, and Asia/Pacific is not immune to such disruptions. With this region being home to some of the world's fastest-growing economies, 60% of the world's population, and, by 2019, a full 50% of the global internet user base, A/P is expected to evolve at greater intensity. End users are racing to kick off transformation initiatives, while vendors are scrambling for market advantage and differentiation. Governments are also making the push for digital, with Singapore, China, South Korea and India making extensive efforts to develop smart cities and smart economies.

Ten years ago, [journalist and author] Thomas Friedman talked about how technology will level the playing field, and today we are witnessing how home-grown companies based in the A/P region are entering the global markets rapidly and aggressively. Many of them are free from the burden of legacy systems and outdated business processes, and are therefore able to quickly adapt to innovative processes and take greater risks.

Q What is IDC A/P doing to distinguish itself amidst tech market research competitors?

A First, we have more feet on the ground. Our analysts understand the markets in A/P intimately and our customers trust our data. Second, IDC A/P works very closely with our worldwide counterparts to ensure consistency in methodology. This allows our customers to compare "apples to apples." Third, we are constantly striving to make ourselves relevant in the marketplace.

Far from being complacent with past success, IDC A/P has been investing in research related to 3rd platform technology areas specific to industries (e.g. financial, government) and to fast-evolving markets (e.g. China, India). In addition, we have expanded sales channels in countries targeting both vendors and end users. End users and vendors alike look to IDC for essential guidance on how to navigate through all the anticipated changes in the rapidly-transforming IT industry. It takes work, and requires new benchmarks and metrics to help determine success. As such, we offer frameworks and proprietary benchmarks to help end-user organizations and their technology partner-vendors in whichever stage of the digital transformation (DX) journey they're in. Amid all companies racing to transform, we offer a more data-driven, strategic, almost sobering view of true digital transformation.

Q Which countries in Asia/Pacific are experiencing the tech market's biggest growth?

A The growth in A/P is led by China and India, charting impressive growth and potential. China is on course to becoming the world's largest 3rd Platform market by 2020. Furthermore, the Chinese government's unrelenting innovation-first strategy will fortify China's trajectory to being the world's largest economy before 2030. Compared to other economies, China devotes the largest portion of its tech investments on innovation accelerators, such as AI and IoT, and will continue to do so over the next three years. This appetite for innovation is not only a government mandate, but apparent in the ways by which China marches to the beat of its drum: in the way it manufactures, communicates and makes payments, among others. We will continue to watch and study China especially as more foreign investors look to penetrate the unique market that is China, while Chinese technology powerhouses like Alibaba, Tencent and Baidu attempt to replicate their domestic success in international waters.

Another market posting remarkable growth is India, with growing demand for digitization coming from both private and public sectors. This move towards digitization has helped propel our consulting and IT advisory business, as we target the top-tier organizations per vertical through the efforts of our local team. The message we impart is that constant innovation is a pre-requisite to remaining viable and competitive in an increasingly digitalized economy. Regardless of market vertical, all organizations are called on to transform or get left behind, and IDC's role is to equip these organizations through their transformation journey.

Q How does IDC A/P work with IDG?

A We pride ourselves in that we make it easy for our customers to do business with us. Through the years, it is clear that collaboration between IDC and IDG is in the best interest of our customers when it comes to pitching go-to-market services. With IDC's and IDG's joint ability to run programs that can provide everything from market assessment to full scale digital and offline engagement in an integrated, synergistic fashion, our customers get much greater ROI as well as having their lives made considerably less complex.

continued on page 7

How to: Great tools for finding, saving and analyzing information

by Sharon Machlis, director, Editorial Data & Analytics, IDG Communications.

Machlis

Need to find information? Store it so you'll be able to find it again? Analyze and visualize data? I recently spoke at the Investigative Reporters & Editors "Watchdog Workshop" in Portland, Maine, on some of the best data tools for journalists. Hopefully, at least one of these will help you do your job better — even if you're not a writer or editor.

Searchable Chart of 30+ Tools

If you're looking for a free platform to analyze and visualize data, check out my searchable, sortable table of 30+ Free Tools for Data Visualization & Analysis at Computerworld. It includes ease-of-use ratings from easy (1) to advanced (4).

Keeping Track of Information

VisualPing is both a cloud service and Chrome extension for monitoring changes on public Web pages. Reporters can use this to look for new financial or court filings, blog posts, event listings, and more. The free cloud account only lets you check two different Web pages once a day, emailing you if there are changes based on triggers you've set up. That's unlikely to help a reporter break a story on deadline, but could help you monitor a couple of pages you might otherwise forget to check at all.

However, the VisualPing Chrome Extension will check pages as often as once a minute. The drawback is that you only get notified in your browser when the computer is on and Chrome is running.

Need something to track changes on Web pages that's more robust than VisualPing? Klaxon is a free, open-source tool from the Marshall Project, a non-profit covering criminal justice issues. Marshall Project reporters use Klaxon for tracking court filings in death-penalty cases.

Like VisualPing, Klaxon monitors changes in Web pages, but it's an application that you need to deploy yourself on a cloud service. Marshall Project has fairly detailed instructions on how to deploy this to Heroku.

The Heroku free tier of service should let you send around 12,000 emails a month, store 10,000 changes, run 18 hours a day, and check each watched site every 10 minutes, according to project documentation. There's also an option to post alerts into a Slack channel. Heroku's first level of paid service is about $10/month for more email and $9/month for a lot more database storage.

Google News Alerts. For tracking general news from media sources, use this to set up free news alerts for search terms of your choice.

Sqoop lets you set up alerts by search topics for U.S. Securities and Exchange Commission filings, patents, some U.S. federal courts, and a few more sources. A paid service for most users, Sqoop will give free accounts to working journalists.

Evernote is helpful for saving information once you've found it, especially from the Web thanks to the Evernote Chrome browser extension. Another alternative is Microsoft OneNote.

IFTTT and Zapier are services that let you do some programming without writing code — more specifically, if you want something to happen based on a specific trigger. IFTTT stands for If This Then That — in other words, if this thing happens, then that thing should also happen. For example, I set up an IFTTT recipe so that any time I "like" a tweet, that tweet is sent to an Evernote notebook. In Zapier, when I star a message in a data journalism Slack channel, the message's content is sent to Evernote to be saved.

Data Format Issues

Cometdocs is a great tool for extracting data from PDFs and saving that information to Excel or Word files. It is especially useful if the PDF first started out as an Excel or Word document and was then saved as a PDF (PDFs that are images of documents are more difficult to handle).

Table Capture Chrome extension. This browser extension is useful for extracting and saving information from HTML tables on web pages. Search for it in the Chrome extension store. Also find more information here.

continued on page 5

continued from page 4

Tools

Web Scraping Without Code

The art of extracting information from a web page is often referred to as "web scraping." Newspaper reporters "scrape" for tasks like capturing information on local police-log crime reports posted daily on town web sites, but technology writers might also be interested in saving data that's posted as text online. This is usually done by writing a scraper in a programming language such as Python, Ruby, or R. I wrote a scraper for a project about federal IT job postings. However, there are tools that allow you to do this without coding.

You can read more about web scraping without programming in investigative journalist Samantha Sunne's IRE presentation.

I don't use the following services, since I usually write my own scrapers in R. However, one of these might be useful to you if you don't program:

Import.io
OutwitHub
Data Scraper from DataMiner
Morph.io (formerly ScraperWiki, now QuickCode

I tested Data Scraper, and it was a worthwhile option if you've got well-formated HTML.

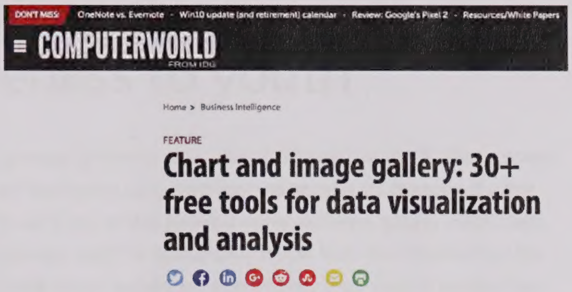
Data Wrangling & Preparation

"Messy" data, such as company or city names listed differently for the same entity, is often a major time sink when doing data analysis. How can you count number of entries by company if the company names appears 20 different ways in your data? These tools aim to assist with problems like that:

Open Refine is designed to help you wrangle your data. It has clustering that lets you choose different algorithms to try to find similar names (for companies, cities, etc.). You can also do some data exploration in Refine. It is free and open source, and runs locally in your browser.

Google Cloud Dataprep is Google's cloud version of a data-wrangling service from Trifacta. It may incur a (likely small) cost; credit card required.

Trifacta is the local desktop version of Google Cloud's Dataprep. It requires an online account and there are some limits to the free version.



DON'T MISS: OneNote vs. Evernote · Win10 update (and retirement) calendar · Review: Google's Pixel 2 · Resources/White Papers

COMPUTERWORLD
FROM IDG

Home > Business Intelligence

FEATURE

Chart and image gallery: 30+ free tools for data visualization and analysis

Several of ***Sharon Machlis'*** *how-to articles about data tools have appeared in Computerworld.*

Data Visualization and Analysis

Google Fusion Tables is a lesser-know part of Google Drive. It's particularly useful for easy mapping.

Chartbuilder. I like this open-source app and free service for making publication-quality charts and graphs in a couple of minutes. It generates static image charts only, not interactive JavaScript Web charts. And, you can download and customize it to create an internal tool with your site's fonts and color schemes.

Datawrapper is a little more robust than Chartbuilder, but also a bit more complex to use (although not much). It's not free for more than 10,000 views/month.

Plotly can generate interactive JavaScript Web visualizations as well as static charts. Free accounts are limited to 25 charts. The interface is somewhat more complicated than Chartbuilder or Datawrapper, but that lets you do some basic statistical analysis as well as visualizations for publication. There are open-source versions of Plotly as libraries for Python and R.

Tableau Public is popular and extremely powerful software for data visualization and analysis. There's definitely has a learning curve to using Tableau, however. The free public version requires charts and data to be public. There's also a paid enterprise version allowing for private work.

R Programming Language

The R Project for Statistical Computing is a great language for data analysis and visualization. Here are a few guides and examples:

- My Computerworld Beginner's Guide to R
- Video screencast of my lightning presentation about R visualizations in 5 lines or less.
- Graph of Portland monthly unemployment I created for the Investigative Reporters & Editors workshop.

The Starbucks map I created for the workshop. ■

Volunteer profile

Computerworld Hungary's content director brings tech awareness to youth

Sándor Mester, head of the B2B business and content director for Computerworld in Hungary, deals with complex technology tasks at work. But over the past few months, outside the office, he found that getting back to basic IT and social media concepts can have big rewards.

Mester

Mester is a board member of an IT association, the Countrywide Association for Intelligent Society, that was being revitalized with new goals and activities. He helped the organization win a grant from SAP and a government-controlled IT ministry through a program that supports digital literacy projects. He and his colleagues proposed to visit teenagers who were involved in the juvenile justice system and living in group foster homes and talk to them about how to use practical digital applications and be smart about using social media.

"For many people who don't know much about digital technology, the Internet only means Facebook, and they don't have any knowledge about important details related to privacy, data protection, fake news and other elements, and they don't know about other apps, like maps/navigation or e-banking, or how to do a Google search effectively," he said.

Mester went on four visits — two each to separate girls' and boys' foster homes — and met with small groups of teenagers, about 60 people in all. Since some of the teens only had limited access to devices during their time at the group home, or were totally restricted, Mester said he could only hope that the foundation he gave them would be something they would remember later.

Many of the teenagers at the homes were of Roma ("gypsy") origin, people who have faced discrimination in parts of Europe. Mester said he was motivated to do this project for many reasons, in part because his son and daughter-in-law created a documentary (serving as producer/composer and director, respectively), about a trial involving violence against Roma. The movie, Judgement in Hungary, has won 16 international awards.

Mester said he learned a lot from the experience. "When you aren't allowed to know anything about your audience due to legal reasons, you have to really listen to them, and look into their eyes, to find out how they feel about you and what you are saying. So you have to open your mind and your heart as much as you can. I can say that I gradually changed my presentation style from the 'push mode' to the 'feel and tell mode.'"

Write to Sándor Mester. ■

IDG has had a media presence in Hungary since 1986, when a local company published Computerworld under license. In 1991, IDG purchased the IT-related part of the company and created IDG Hungary. In 2012, IDG sold the business and established a license agreement with Project/029. Mester joined Project/09 in 2013; early in his career he spent 10 years at IDG Hungary.

Do you contribute to your community, or do you know of a colleague involved in a volunteer effort? Write to world_update@idg.com.

IDG Sales University resources

As part of an effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, IDG Training and Development provides World Update links to relevant articles; summaries below.

11 Simple Ways You Can Get Better at Sales Every Day
You have to push yourself every day to get better in sales and you can't wait for someone else — or for your company — to do it for you. Here's how to fit your own personal development into your schedule.

The Quick, Smart & Actionable Guide To Building Your Sales Process
Every innovation in sales methodology upends the art of selling, and as best practices shift, can you really afford to stay on the sidelines? The top professionals at hyper-growth companies are busy hacking their sales process.

Why Consultative Selling Requires Business Acumen
The expectation now is that the sales professional will be a Trusted Advisor that will aid in guiding the buyer to reap the desired benefits of the solution they're buying. In order to fill the role of Trusted Advisor though, the seller needs three key elements in their process.

Is Your Sales Cadence Off-Kilter?
If you're in sales and marketing, you know you have to overcome a lot of obstacles to land a deal. And cadence is as important for conquering sales hurdles as it is for leaping over a series of high jumps. Get it wrong, and you could fall flat on your face with little to show for your efforts.

noteworthypeople

Promotions

O'Malley

IDG Communications President **Kumaran Ramanathan** has named **John O'Malley** to the newly created role of chief operating officer, IDG Communications, adding responsibility for finance and operations to O'Malley's current oversight of engineering, demand generation and direct marketing functions. He also heads the company's data business and global data protection regulation efforts. "John's operational excellence is beyond question. and I am excited to work with him to drive sustainable performance and success across the organization," Ramanathan said. "John brings a wealth of experience in positions spanning strategy and business development, and has proven success across key performance metrics such as revenue, profit, quality, production, product development, leadership and service. He has consistently launched new businesses, improved performance in existing operations and driven high profit margins across the board." john_omalley@idg-connect.com

New employees

Lane

PETER SHORT

Warren Lane has joined IDC in Framingham as a research analyst, CMO Advisory Services. He was previously a federal research analyst at Deltek, Inc. He has a B.S. in business administration, majoring in marketing, from the University of Hartford and has a master's of professional studies in sports marketing from Georgetown University. Warren enjoys photography, cinematography and running. wlane@idc.com

Transfers

Altria

IDG Global Solutions Marketing Manager **Joe Altria** joined IDG Connect International last month as creative director. He's been with IDG for close to 14 years, having spent the first three-and-a-half years with IGS and returning two years later after working outside the company. He has an undergraduate degree in visual communication. joe_altria@idg-connect.com

continued from page 3

One on one

Our larger and more sophisticated customers want tightly-integrated "always-on" campaigns. They are looking for a single supplier that understands both the technology space and the demands placed on a marketing organization. Many of our clients in the past would try and work through a disparate group of media agencies to put together a solution. While agencies understand media and digital marketing tactics, they rarely have a grasp of tech and a client's competitive landscape. That's where our partnership comes in. Customers see this and place value on it, with joint business in A/P growing by almost US$1M since 2015.

Our recent and biggest win for IDC's and IDG's joint business recently came from Telstra at nearly US$1M. The client ended up purchasing DX content and insights from IDC; lead generation, social media services, smart ads and lead nurturing from IDG; and both groups are delivering a series of global events. It was a huge collaborative effort which really underscores the importance of nurturing this partnership between the two groups. If we leverage our deep client relationships and subject matter expertise with IDG's strengths, what we get is a very compelling, unified and unique proposition in the market that no other research firm or media group can currently match.

Q How do events fit into the overall revenue breakout?

A Events make up just a little over 10% of our total business. IDC A/P is by and large a market research company, and we leverage our events to promote IDC research and thought leadership to target markets. Especially in new research areas, it is through events where audiences get their first glimpse of IDC's capabilities. Events remains an important part of our business, and FY18-onwards will be about leveling up the ways by which we organize our events.

Some of our more popular event formats, like the Asian Financial Services Congress and the CIO Summit, have been running since 2005, and each year is a challenge to outdo the year prior. Every year we always find ways to run our events better, but with the ongoing theme of innovation and disruption, we plan to add more digitalized elements to our event execution to improve delegate engagement and overall event experience. These include augmented reality apps for better interaction with our research, digital polling and Q&A, immersion in 3d printing technologies and digital scratch-and-win cards.

We've always prided ourselves in bringing together the industry's best minds for discussions on how to win in the DX era, and we will continue to do so, cognizant that DX is no longer just a conversation exclusive to the IT department. With this in mind, we've opened up our events to the line-of-business sector, with simultaneous breakout sessions to suit their specific interests. We're also launching event roadshows for up-and-coming, special interest technology themes like IoT, big data analytics, and augmented/virtual reality. More importantly, we look to better leverage our partnership with IDG, not only through joint events in FY18 but uncovering market opportunities together.

Q What are your priorities for IDC A/P in FY18?

A The battle plan for 2018 and onwards is to stay agile and keep innovating, while further leveraging the IDC-IDG partnership to serve our customers better. Opportunities abound in Asia/Pacific, but the secret to success is monetizing opportunities that can be scalable and eventually syndicated. Onwards and upwards for this organization as we take on Asia/Pacific full speed ahead. The only thing that can stop us is us! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company from Nov. 1 to Nov. 19.

29
Jayne Enos IDG Corporate Services Group

26
Patrick Gorman IDC
Megan Santosus IDC

25
Martin Kybal IDG Czech Republic
Juergen Hill IDG Germany

24
Marc Ferranti IDG Communications

23
Eric Sheppard IDC
Sabine Meyer IDG Germany

22
Ricardo Sampaio IDC Brazil

21
Mario Morales IDC

20
Cindy Reed IDG Corporate Services Group

19
Amy Kellley IDC
Ellie St. Louis IDG Communications

18
Maggie Tan IDC Malaysia
Geoff O'Connor IDG U.K.

17
Fabio Rizzotto IDC Italy
Lucas Mearian IDG Communications
Hans Dirscherl IDG Germany
Shane Hannam IDG Global Solutions EMEA
Mats Brandon IDG Sweden

16
Thomas Jank IDG Germany

15
Fung-Yee Tang IDC U.K.
Moira Keating IDC
Patricia Henderson IDC
Vera Vorobjova IDC Russia

14
Duncan Newell IDG Communications
Patrick Burke IDG Corporate Services Group
Christian Löbering IDG Germany
Matt Egan IDG U.K.

13
Charles Harris IDC
Brad Dillon IDC
Eduardo Caceres IDC
Joanna Himes IDG Communications
Kenichi Kusano IDC Japan
Renata Bevilacqua IDC Brazil

12
Paul Crew IDC U.K.
Stacy Crook IDC
Josephy Pucciarelli IDC
Jim Malone IDG Communications
Mirja Wagner IDG Germany
Karin Lindström IDG Sweden
Ronita Bhattacharjee IDC MEA

11
Trine Borve IDC Denmark
Svetlana Lovric IDC Germany
Adelaide Sibbald IDC
Anthony Bebee IDC
Deb Begreen IDG Communications
Daniel Zegarra IDC Peru

10
Christopher Morris IDC Australia
Fion Chua IDC Singapore
Balasubramania Seshadri IDC CCR
Lidice Fernandez IDC
Stefan Huegel IDG Germany
Andy Hicks IDC CEMA
Petr Zizka IDC CEMA
Nevin Cizmeciogullari IDC Turkey

9
Estelle Chapin IDC France
Tim Brunt IDC Canada
Benjamin Schischka IDG Germany
Armin Weiler IDG Germany

8
Chamanpreet Kahlon IDG Connect
Ali Shareef IDG Connect International
Johnny Högdahl IDG Sweden
Shirley Shalev IDC Israel

7
William Zhang IDC China
Sherri Reardon IDG Communications
Nissi Jang IDG Korea
Anna Nilsson IDG Sweden
Ash Patel IDG U.K.
Robert Grant IDG U.K.
Takuya Uemura IDC Japan
Rania Mastafa Hanafi IDC MEA

6
Edward Choi IDC Korea
Radha Kaggallaiah IDC CCR
Timoteo Figueiro IDC Portugal
Iris Whalen IDG Communications
Tomasz Bitner IDG Poland
Regina Böckle IDG Germany
Cintia Gomez IDC Mexico
Peter Kasik IDC CEMA
Marija Crnout IDC Serbia
Andries Lombaard IDC South Africa

5
Nolan Greene IDC
Erin Johnston IDC
Brad Casemore IDC
Paul Edwards IDC Canada
John Regan IDC Canada
Markus Ekberg IDG Sweden
Jim Caris IDC CEMA
Ales Kantor IDC CEMA
Pavel Ullmann IDC CEMA

4
Lisa Liu IDG China
Mevira Munindra IDC Indonesia
Gerald Wang IDC Singapore
Tuang Cheevatadavirut IDC Thailand
Eric Burgener IDC
Pamela Miller IDC
Shintaro Kusachi IDC Japan
Martin Svitek IDC CEMA
Vasily Agapov IDC Russia
Mikhail Popov IDC Russia
Marjan Zorko IDC Serbia

3
Alisa Li IDC China
Jacky Zhao IDC China
Sai Gunaranjan IDC CCR
Girish Teggi IDC CCR
Iwona Wilk IDC U.K.
Gordon Ung IDG Communications
Ameera McNeal IDG Communications
Rob O'Regan IDG Communications
Vlad Mukherjee IDC Canada
Andrea Loziuk IDC Canada
John Feler IT World Canada
Arnold Diepenheim IDG Germany
Viktor Sandberg IDG Sweden
Sophia Nilsson IDG Sweden
Shinya Kato IDC Japan
Tereza Haiflerova IDC CEMA
Jana Outratova IDC CEMA
Wale Babalola IDC MEA
Folukemi Adebote IDC West Africa

2
Russell Stanton IDG Australia
Elly Hao IDC China
Josephy Lee IDC Hong Kong
Mrityunjay Kumar IDC India
Chwee Kan Chua IDC Singapore
Tanmai Praanav IDC Singapore
Nivedita Das IDC CCR
Thomas Karlsson IDC Sweden
Sharon McNee IDC U.K.
Helena Schwenk IDC U.K.
Hayley Sutherland IDC
Lindsay Rafalski IDG Communications
Henry Lloyd IDG Communications
Komal Daryani IDG Communications
Barbara Call IDG Communications
Maurice Otte IDG Netherlands
Donovan Kerssenberg IDG Netherlands
Scott Carey IDG U.K.
Waseq Ahsan IDC MEA
Driss Moumane IDC North Africa
Yana Frolova IDC Russia
Teboho Leshage IDC South Africa

1
Youngso Lee IDC Malaysia
Mun Chun Lim IDC Malaysia
Aderliynz Tioh IDC Malaysia
Nicole Liu IDC Taiwan
Rijo Thomas IDC CCR
Andrea De Nittis IDC Germany
Anjum Iqbal IDC U.K.
Irina Rosensaft IDC Germany
Gile Downes, Jr. IDC U.K.
Silvina Rizzo IDC U.K.
Changui Dong IDC
Meaghan Drennen IDC
Jay Holdash IDC
Carl Rodriguez IDG Communications
Rumesh Wijetunge IDG Connect International
Thomas Macauley IDG U.K.
Gustavo Santos IDC Brazil
Johana Alvarez IDC Brazil
Rayssa De Oliveira IDC Brazil
Luboslava Becvarova IDC CEMA
Peter Dubovsky IDC CEMA
Ferenc Talas IDC Hungary
Marcin Kniec IDC Poland
Radoslaw Stepien IDC Poland

Halloween happenings

Systems Engineer **Hack Warrensford**, with son Oliver, and DAS Campaign Coordinator **Lana Petros**, with son Nathaniel, were among those enjoying IDG Communications' "Spooktacular" in Framingham, Mass., last month. More photos on IDG Central.

unsunghero

Terri Haas

Art Director, Visual and Digital Media

IDG Communications

*IDG Communications Director, Visual and Digital Media **Ellen Fanning** named Art Director **Terri Haas** one of her team's Unsung Heroes. "Terri is every editor's dream. She can translate a jumble of text and stray ideas into engaging imagery that connects with our readers. She brings a sophisticated design, modern sensibility and a vibrant color palette to her work, showcased in digital magazines, infographics, charts, custom images and more. Terri produces some of her best, most complex designs, even while managing rapid-fire image requests. As her colleagues can attest, even in turbulent times, she manages to keep a proactive, positive attitude and a great sense of humor. Terri is just plain fun to be around!"*

Home
Providence, R.I.

Primary job responsibilities
Design digital magazines, downloadable PDFs, data-driven slideshows, infographics and charts. Create logos and branding for new video series.

Three things I do in a day's work
- Support the Insider Program with visual assets to promote lead generation.
- Work across multiple brands of IDG, collaborating with the editorial teams to identify and create packages that support and enhance the online user experience.
- Explain complex information in a visual way.

What I love most about my job
I enjoy taking abstract information and concepts and (hopefully) editing them down in a graphic way that makes sense to the reader.

A hot-button issue I'm dealing with on the job
The pace can be challenging. I sometimes feel I am "reacting" to a design request rather than proactively strategizing and giving it the time it deserves. In the end, I understand that things need to move quickly, so trying to find a balance and do my best within that timeframe is my goal.

Latest accomplishment
I enjoy coming up with branding and identities for new editorial initiatives. Recent projects include the design of "TechTalk" a cross-brand video series. Next in line is the "CIO Leadership Live" video series with Maryfran Johnson who will be talking to high-level technology executives. Stay tuned.

KARIN FORDE WHITTEMORE

***Terri Haas** joined IDG in 1997; she adopted her fourth greyhound, Betty, in 2007..*

What I'm doing to enhance my career/day-to-day job performance
Dipping my toes into animation using Adobe After Effects. It is a natural progression in storytelling and something I hope to be good at in the coming year given the undeniable interest by users in video and motion graphics.

Interests outside the office
I'm a bit of a foodie. Love the simple things like family and my awesome 10-year-old greyhound, Betty.

What others can't tell just by looking at me
I had approximately 30 jobs prior to landing at IDG in 1997.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

23 OCTOBER 2017 | VOLUME 47, NUMBER 36 9 | WWW.IDGCENTRAL.COM

NEWS - page 2-5 | ANNIVERSARIES - page 7 | NOTEWORTHY - page 7 | CELEBRATING 20 - page 8

IDG appoints new president of IDG Communications

IDG President and Director, China Oceanwide ***Brett Liu*** *(center) announced last week that* ***Kumaran Ramanathan*** *(left) will succeed* ***Michael Friedenberg*** *as head of IDG Communications.*

SEE MORE ON PAGE 2

Also inside

Top clients provide input on future IDC investments at Global Research Advisory Council meeting

New account-based marketing product in the U.S. targets accounts within IDG, wider web

CIO SUMMIT 2017
Welcome to the CIO SUMMIT 2017

Strong agenda, engaged attendees make CIO Summit a success for IDG U.K.

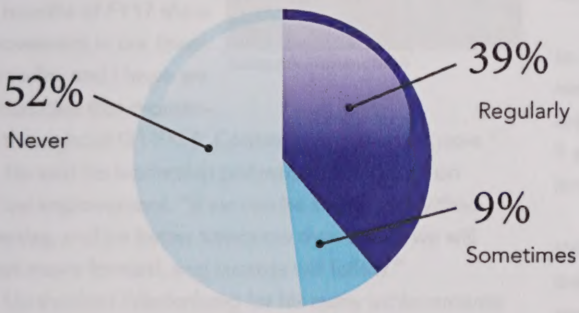
SEE MORE ON PAGE 5

Celebrating 20: IDC Global Account Manager ***Chris Jarmul*** *goes on safari in southern Africa.*

SEE MORE ON PAGE 8

Question of the week results

How often do you wear a wristwatch?



Log on to www.idgcentral.com to vote on this week's question:

Which kind of musical instrument have you ever played?

CLICK HERE

IDC connects with clients at GITEX

The IDC Middle East and Africa conference team organized IDC's presence at GITEX, the region's major technology conference and exhibition held in Dubai this month. (L-R): ***Priyanjali Sarkar****, senior account manager;* ***Merveil Varghese****, conference manager;* ***Ronita Bhattacharjee****, associate VP/Conferences;* ***Mariesell Castro****, senior office assistant;* ***Rania Mustafa****, conference project manager.*

Kumaran Ramanathan named president of IDG Communications

IDG appointed **Kumaran Ramanathan** as president of IDG Communications on Oct. 18, following **Michael Friedenberg**'s decision to step down from his role as CEO of IDG Communications. IDG President and Director, China Oceanwide **Brett Liu** shared the news at an IDG Communications gathering in Framingham, Mass.

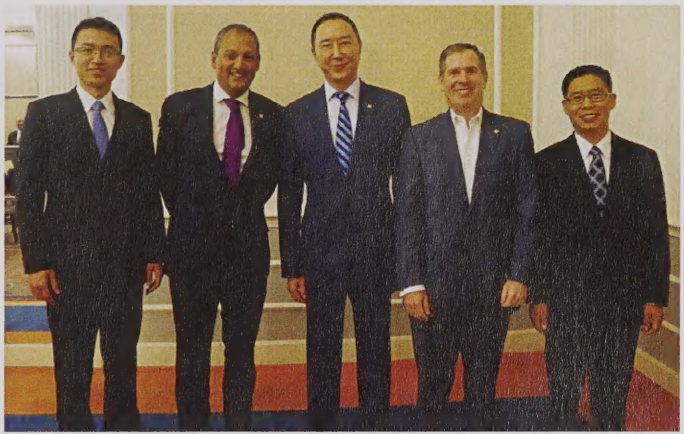
"We are excited to have Ram lead IDG Communications. His nine years at IDG have been highlighted by strong strategic and operational excellence," Liu said. "Ram's unique experience leading IDG Global Services, an umbrella group that comprises IDG Global Solutions, IDG Strategic Marketing Services, International Licensing and the U.S. Corporate Sales team make him well suited to take IDG Communications to the next level of growth. With over 27 years of industry experience, Ram has held senior leadership positions at CMP Media, VNU Business Media and Incisive Media before re-joining IDG in October 2010. I have full confidence in Ram and the leadership team as we work together for a bright future for IDG Communications."

Kumaran Ramanathan

"It is a huge privilege to follow in Michael's footsteps, and we remain committed to our strategy," Ramanathan told the group. "Both in the U.S. and in our international markets we are seeing success. The last four months of FY17 show improvement in our financial results, and I hope we can maintain that momentum throughout Q1 FY18. Continuity is important now. "

He said his leadership philosophy is to focus on gradual improvement. "If we can be better today than yesterday, and be better tomorrow than today, we will always move forward, and success will follow."

Liu thanked Friedenberg for his many achievements at IDG over the years, "especially for his collaboration and support since the transaction with China Oceanwide. We understand and support Michael's decision; we have enjoyed working with him and are sorry to see him go."



***Bin Wu**, associate director, Division II, Int'l Business Development Dept., China Oceanwide Holdings Group; **Kumaran Ramanathan**, **Brett Liu**, **Michael Friedenberg** and **Owen Wang**, VP, Int'l Business Development Dept., China Oceanwide Holdings Group.*

Friedenberg, who spent 12 years at IDG, said the time was right for him to make a change "given IDG's overall health, strong leadership team and a desire to be closer to my family." He told employees "we've gone through a lot together over the past four years, with [IDG founder] Pat McGovern's unexpected passing, two reorganizations and the transaction with China Oceanwide. But this is a good time for IDG Communications, and I'm really confident we're in a good financial position."

He said he wanted to leave employees with a few parting words based on what he's learned over the past four years:

- Be curious, and always ask why. You have to be in order to win. Always be curious for the betterment of yourself and for IDG.
- Progress over perfection. If you individually move an inch — or a mile — forward each day, this company will never be in a bad spot. While we strive for perfection, I really want to know, 'are we making progress every day?' If we are making progress collectively, we achieve excellence.
- Talent trumps strategy. No matter how good the strategy a CEO puts in place, it always comes down to the talent. I never had to ask any of you to be great. You are already great. All I had to do is to try to provide a framework and a structure to allow that greatness to come through."

"What can you expect from me? I will give you absolutely everything I have," Ram added. "I can't wait to get started."

Write to kr@idg.com. Read the IDG press release. ■

Top clients provide input on future IDC investments at bi-coastal GRAC meeting

IDC's annual invitation-only Global Research Advisory Council (GRAC) meeting took place in Boston Oct. 10-11, giving clients an opportunity to provide input on how IDC can better meet their needs, meet with IDC executives and analysts, and learn what IDC is planning for the year ahead. Participants rated the gathering a 3.9 on a scale of 1 to 4, the most highly rated GRAC East in the past five years. The West Coast meeting will be held Oct 25-26 in San Francisco.

IDC expects a total of 144 clients for the two locations, up from 118 clients across the two events last year. GRAC attendees represent some of IDC's most important and influential clients. In Boston the companies included top-tier firms such as Verizon, IBM, Dell EMC and SAP, while clients on the West Coast will be from Amazon, Google, HP and Salesforce, among others.

IDC President & CEO **Kirk Campbell** highlighted what improvements IDC has implemented based on last year's client feedback, in what areas IDC is investing and what is new for 2018. Clients had asked the company to expand research in high-growth areas through use case data and research on how 3rd Platform technologies interact with each other — such as artificial intelligence and cloud computing, or AI and security. Some of the enhancements include:

*IDC President & CEO **Kirk Campbell** presented what's new at IDC.*

- Focusing research on digital transformation uses cases by industry.
- Investing in some two dozen new worldwide analyst positions (Research Director, Blockchain Strategies; GVP, GM and IDC Fellow, Cloud Datacenter and more).
- Creating worldwide and regional portfolios for robotics research and blockchain research.
- New IDC Trackers focused on 3rd Platform markets (Smart Home Device Tracker, Cognitive/AI System Tracker, etc.).
- IDC Spending Guides that provide spending forecasts by vertical industry, company size and/or use cases to help identify where tech spending is coming from and for what business goal.

IDC
ANALYZE THE FUTURE

JASON ALLARD, EMILY LAMBERT PHOTOS

*(L-R): GVP/GM Software, Health and Public Sector **Scott Lundstrom** moderated The Future of Code panel featuring GVP, Software Development and Open Source **Al Gillen**; GVP, Analytics and Information Management **Dan Vesset**; Research Director, Compliance, Fraud and Risk Analytics **Bill Fearnley** and Research Director, Enterprise Applications **Mickey North Rizza**.*

Clients also asked IDC to improve IDC's data and research delivery. Some of those steps include:

- IDC Cloud coverage enhancements.
- Deepening IDC Tracker data coverage.
- Expanding what is available through IDC's Query Tool.
- Introducing the IDC Tech Brief, which helps tech executives answer questions about a single technology in the context of business. (What is the technology? What can it do for my business? What are the risks?).
- Growing IDC's emerging vendor coverage.
- Increased security and usability, and a new interface, for clients who receive research packaged for their intranets.

Clients can now rate the value of every online report via a five-star system to help IDC continue to adapt research to meet their needs.

IDC EVP, Worldwide Research Products and Chief Research Officer **Crawford Del Prete** presented an ICT market outlook, traditionally GRAC's highest-rated session, that provided a narrative for how ICT is changing the world. "While at IDC we are focused on overall ICT growth — for good reason — there's a larger story around how technology's role in the world is changing and how it will transform the way we live and work in the future," he said.

Del Prete discussed the evolution of the 3rd platform, specifically how it's evolving into a new chapter, moving from a period of experimentation (2007+) to one of multiplied innovation (2015+). "This will be a period where new technology platforms not only emerge, but will create the foundation for new innovations to be constructed more quickly than

continued on page 6

New account-based marketing product in the U.S. targets accounts within IDG, wider web

IDG's U.S. sales force can now offer customers "Echo from IDG," a new product within IDG's suite of account-based marketing solutions, ABM 360.

"Echo is a way for us to take a customer's target account list out of their CRM database, where they have thousands of customers and potential customers, leverage our first party-data and target display ads digitally to decision makers at those companies who visit not only IDG's owned and operated properties but — and this is a key aspect — programmatically across the wider web in high-quality tech, business and news environments," said IDG Communications SVP/Data Strategy **Neil Glass**, who is managing the program in the U.S.

Echo is not a replacement for demand generation, Glass added. It is complementary, and is ideal for lead nurturing, branding and awareness. While IDG uses its first-party data to identify specific individuals who have registered with IDG products so it can target the ads, Echo customers only receive company (account) data, not individual names.

Glass

As a hypothetical example of how Echo works, Cisco may have identified 2,000 companies that don't have its networking gear. "We can review the list and map it against IDG's opt-in database. And on the reporting side, we can tell Cisco that we reached 850 companies on their list, and here's how many ad impressions were received or what the click through rate was. As a result, we can help them hone in on the accounts that showed the most engagement with the ads."

Echo is a CPM-based media offering and is best suited to execute ad campaigns that range from a target account list of 1,000 to 10,000, 50,000 or as high as needed. A typical campaign will run about three months. Echo can also be used to deliver ads to mobile devices and reaches high-quality branded environments, not social apps or gaming sites.

In addition to using only a customer's target list as the basis for an Echo program, IDG can also offer "target account list building" by using Pipeline Activator or other tools to identify potential companies to augment the account list.

Echo customers will receive customized weekly reporting that will include data such as ad-creative performance, account details such as company size, industry as well as intelligence around planned IT projects as well as areas of contextual engagement (such as security, storage or cloud) across IDG properties.

Built by IDG Connect International and launched within the international market in late FY16, "Echo has been a huge success and a core pillar of our ABM strategy," said IDG Connect International Managing Director **Matt Smith**. "Revenue for FY17 was $2.4M with 54 active clients, compared with 39 in FY16, and customer renewal rates have been great."

The IDG Connect operations and campaign delivery team in the U.K. that supports Echo is (l-r): Digital Solutions Specialist ***Rumesh Wijetunge****, Head of Program Management* ***Natasha Manekshaw****, Senior Program Manager* ***Jordan Moss*** *and Email Marketing Specialist* ***Rushin Sondagar****.*

Glass and the IDG Connect group in Staines, U.K., will be working collaboratively on the Echo program, with Smith providing support for the U.S. launch and sharing creative solutions and product development. "In addition, Neil will be applying his digital knowledge and experience to strengthen the product further," Smith said. "The Echo operations team in the U.K. is there to help the U.S. campaign to ensure consistency, maximum performance and consistent reporting and to allow Neil to focus on our internal sales teams and external customers."

Beginning Nov. 15, large-scale campaigns at higher budget levels can tailor the ad to the viewer by industry, by title or by company, among other options.

Glass has been holding training meetings for all U.S. sales groups — Growth, Core and Global — and meeting with program architects with IDG Strategic Marketing Services so they understand how Echo gets executed within an integrated program.

"Lots of vendors will claim they have the know-how and can do effective ABM, but when it comes down to it they cannot deliver – especially with the rigor and complexity we demand on behalf of our clients," said Rupert Denny, an executive at Mediacom London. "IDG Echo is the most robust, flexible and scalable product in the market providing us with reach, relevance and matching against our targeting criteria as well as fully transparent and accurate reporting."

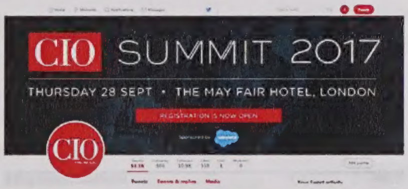
Write to Neil Glass. ■

Strong agenda, engaged attendees make CIO Summit a success for IDG U.K.

IDG U.K.'s eighth annual CIO Summit on Sept. 28 drew some 80 CIOs, CTOs, CDOs and IT directors to the May Fair Hotel in London for insights about innovation, digital transformation, cloud, employee experience and disruptive technology. The program included CIO presentations, master classes and panel discussions related to the role and enabled delegates to showcase their successes, troubleshoot problems and share challenges, opportunities and best practices.

CIO U.K. Editor **Edward Qualtrough**, who hosted the conference, "crafted a very compelling agenda and secured high-caliber speakers at an early stage, which greatly contributed to our successful promotion," said IDG UK Events Marketing Manager **Greeshma Suresh**.

Some of the most well-received sessions included the presentation by Joanna Smith, CIO of Royal Brompton & Harefield NHS Foundation Trust, who discussed her organization's journey towards a cloud-first transformation. The Q&A session with Williams F1 CIO Graeme Hackland and Arsenal Football Club IT Director Hywel Sloman on CIO challenges in a competitive sporting environment also got high ratings. Qualtrough positioned the Q&A sessions in the second half of the agenda, which aided in retaining delegates' interest after lunch and led to them staying until the very last session and post-event networking.


CIO SUMMIT 2017
THURSDAY 28 SEPT • THE MAY FAIR HOTEL, LONDON
REGISTRATION IS NOW OPEN

A dedicated social media cover on CIO U.K.'s Twitter feed improved the visibility of the event.

IBM (Headline Sponsor) and Salesforce (Partner Sponsor) supported the event, the latter returning to the CIO Summit for the second consecutive year. "The sales team did a fantastic job in securing them quite early, so the sponsors were able to benefit from the pre-event marketing and gain maximum brand exposure from our audience through email, the event website and social media," Suresh said.

*(L-R): IDG U.K. Senior Staff Writer **Lewis Painter** and Staff Writer **Hannah Williams** interview Addison Lee CIO Ian Cohen.*

CIO SUMMIT 2017
Welcome to the
CIO SUMMIT 2017
*CIO U.K. Editor **Edward Qualtrough** crafted the agenda and served as MC.*

Though the number of sponsors was fewer than 2016, "having two strong brands like IBM and Salesforce contributed to the event's prestige and led to more registrations," she added. Salesforce also sponsored the pre-CIO Summit dinner the night before, which was co-hosted by Qualtrough and Salesforce SVP Adam Spearing and received very good feedback in terms of the topic discussion and overall contributions from the C-level tech executives who attended.

Both sponsor presentations by IBM and Salesforce stood out for their topic choices and strong delivery, but predominantly for steering clear of any sales pitches or marketing messages, Suresh said. Tim Price, CTO of N Brown Group, an IBM customer, gave an engaging talk on innovation and staying competitive in online retail. Spearing spoke about transforming the employee experience through enhanced culture and technology, which was one of the hot topics amongst the CIO audience.

One of the learnings is to reduce the communications sent to a delegate leading up to the event, Suresh said, as sending too many emails or event reminders could be make them be overlooked. As a strategy to improve delegate retention of all future events — big and small — she said the team aims to become smarter in marketing and database management and also limit the pre-event reminders to a maximum two and add to them a calendar invite, which the target audience prefers.

Write to Greeshma Suresh. ■

continued from page 3

GRAC

*SVP/Chief Analyst **Frank Gens** presents in Boston.*

ever before," he noted. "Our expectation is that this chapter will lead us to the next period of 3rd platform transformation: Autonomy (2022+). The era of Autonomy will be a time when important innovations around robotics, new computing constructs and machine based learning drives automated decisions. The 3rd platform is still in the early stages and its impact will be felt for many years to come."

SVP/ Worldwide Tracker Research **Eric Prothero** demonstrated a prototype of a newly created ask.idc.com chatbot, which provides real-time answers to IDC Tracker Data questions about market size, vendor share and growth. He provided the audience with a URL and password so clients could try in onsite during the remainder of the day.

Carrie MacGillivray

*VP of IoT and Mobility **Carrie MacGillivray** talks with a client during one of the dozens of one-on-one meetings.*

Other presentations focused on the customer experience (Research Director, Digital Strategy & Customer Experience **Alan Webber**), the future of code (GVP/GM Software, Health and Public Sector **Scott Lundstrom**) and monetizing data in the global datasphere (SVP **Dave Reinsel**).

Del Prete and SVP/Chief Analyst **Frank Gens** moderated a new addition to the agenda: the Interactive Innovation Brainstorm session. According to GVP Worldwide Marketing, Product Management and Client Service **Christina Kearney**, one focus was gathering feedback on emerging research areas (such as Blockchain, Future Interfaces, Data as a Service, Intelligent Apps, and the Intelligent Edge) and understanding where customers would like to see greater coverage from IDC. Another primary focus was on understanding new types of data and sources that customers are using for insights and intelligence across the end customer, markets, products, company metrics, correlated data and other analytics/tools. "Customers are interested in aggregating and correlating many types of data to better inform industry shifts, product development opportunities and competitive positioning," she said.

The meeting included opportunities to interact with some of IDC's products including the Worldwide Trackers, Custom Solutions and Worldwide Spending Guides and to learn more about IDC's research approach.

Write to Marketing Director Patrick Gorman. ■

Oktoberfest comes to IDC Framingham

The IDC Cares committee sponsored an Oktoberfest-themed fall festival last week with comfort food, beverages and games.

CATHY KELLY PHOTOS

*(L-R): **Rohit Mehra, Brad Christiansen** and **Will Stofega**.*

*(L-R): **Joanne Williams Hoxha** and **Erin Cushing**.*

*(L-R): **Romelle Herring** and **Kendra Rhodes**.*

noteworthypeople

New employees

Hackett

Sean Hackett has joined IDC Framingham as research director, Saas and Cloud. He was most recently vice president of Advisory Services at 451 Research. Sean has an MBA from Bentley College in Waltham, Mass., and enjoys winter sports with his family — he has three energetic sons — especially hockey and skiing. shackett@idc.com

Rodrigo

IDG Communications Account Coordinator **Jillian Rodrigo**, previously an affiliate marketing manager at Goodshop, is based in San Francisco working with the Growth and Core sales teams. She earned her B.A. in communications and media from Dominican University of California and makes time for staying fit, going on hikes and trying to new places to eat. jillian_rodrigo@idg.com

Rozsa

IDG Germany welcomes **Armin Rozsa** as a trainee with the Research Services group. He has an MBA in Marketing from Virginia Polytechnic Institute and State University in Blacksburg, Va., and an M.S. in communication management and health from the Università della Svizzera Italian in Lugano, Switzerland. He enjoys photography, meeting with friends and chatting about IT-related topics. arozsa@idg.de

Returning employees

Ayalde

Ryan Ayalde is based in San Francisco as an account manager on the Growth team for IDG Communications. He was previously manager of strategic partnerships and licensing for 2K Games and had worked at IDG from 2012 to 2014 as a digital account manager for ITWorld.com. He has a B.S. in marketing from Santa Clara University in Santa Clara, Calif. A Star Wars fan, Ryan also enjoys watching and playing sports, collecting sports memorabilia, working out and traveling to Hawaii. ryan_ayalde@idg.com

Send Noteworthy information to world_update@idg.com.

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

New IDC Spending Guide Forecasts Nearly $120 Billion in Worldwide Spending on Security Products and Services in 2021 (IDC)

Apple's Move to Kill Cookies Isn't a Crisis — It's an Opportunity (Marketing Land)

U.S. Publishers: $15.8B Annual Revenue Lost To Ad Blocking (Media Post)

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Steve Fontaine *IDC*

25
Jim Farley *IDC*
Joe Loiselle *IDC*

24
Carolyn Johnson *IDC*

21
Martin Canning *IDC Benelux*

20
Andrew Glassock *IDG Australia*
Amy Lind *IDC*
Masaaki Moriyama *IDC Japan*

18
Nancy Wyatt *IDC*

17
Masato Takeuchi *IDC Japan*

16
Philip Sargeant *IDC U.K.*

15
Erik Hofslagare *IDG Sweden*
Yasusuke Suzuki *IDC Japan*

14
Tommy Cheung *IT World Canada*
Melissa Webster *IDC*
Helena Chappell *IDC U.K.*

13
Kevin Robock *IDC*
Christina Carstensen *IDG Global Solutions*

12
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Amy Seitz *IDC*
Barbora Havlova *IDC CEMA*

11
Handoko Andi *IDC Singapore*
Polly Chan *IDC Hong Kong*
Lindsay Duggan *IDC*
Michael Palma *IDC*
Piotr Twardy *IDG Poland*
Juliet Truscott *IDG Global Solutions*
Shunsuke Miyoshi *IDC Japan*

10
Patricia Gonzalez *IDC Mexico*

8
Belinda Tan *IDG Global Solutions*
Karsten Linde *IDG Germany*

7
Richard Costello *IDC*
Maura Fitzgerald *IDC*
Michael Versace *IDC*
Oscar Guzman *IDC Mexico*
Stefania Aguzzi *IDC Italy*
Alena Ruziene *IDC CEMA*

6
Susan Ma *IDC China*
Cherry Wang *IDC China*
Joanna Jung *IDG Poland*
Felix Drougge *IDG Sweden*
Maria Klang *IDG Sweden*
Mark Alexander Schulte *IDC Germany*

5
Adam Dodds *IDC New Zealand*
John Jackson *IDC*
Barbara Costello *IDC*
Daniyar Mustafinov *IDC Central Asia*

4
Zoe Li *IDC China*
Brenda Vondran *IDC*
Luciano Ramos *IDC Brazil*
Lina Roman *IDC U.K.*
Ina Malatinska *IDC CEMA*

3
Steven Hu *IDC China*
Seema Manjunath *IDC CCR*
Kristi Yadav *IDC CCR*
Jim McGinty *IDG Global Solutions*

2
Ricky Lu *IDC China*
Jona Su *IDC China*
Silvia Xie *IDC China*
Anju Chaurasia *IDC CCR*
Sahaj Kumar *IDC India*
Weeradej Panichwisai *IDC Thailand*
Deborah Devine *IDC*
George Eulo, Jr. *IDC*
Helen Dubber *IDG Connect*
Masayuki Shimokawabe *IDC Japan*
Richard Stevens *IDC Italy*
Malini Paul *IDC U.K.*
Michaela Kralova *IDC CEMA*
Denis Maslennikov *IDC Russia*

1
Laura Leduc *IT World Canada*
Yi Yang *IDC China*
Pranabesh Nath *IDC Malaysia*
Helen Tai-Boardman *IDC Malaysia*
Jan Taneca *IDC Philippines*
Ricky Sain *IDC*
Shawn Fitzgerald *IDC*
Frank Rojas *IDC Mexico*
Jair Gonzalez *IDC Mexico*
Thomas Gottlieb *IDC U.K.*
Christopher Ingle *IDC U.K.*
Petr Gongala *IDC CEMA*
Hossam Helmi *IDC Egypt*

celebrating20

Chris Jarmul

Global Account Manager

IDC

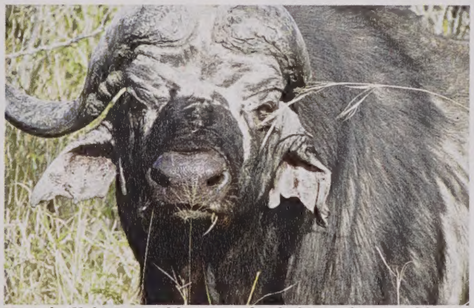
Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDC's ***Chris Jarmul*** *traveled to southern Africa this year.*

IDG career path

Hired onto the PCWorld team in 1993, I quickly migrated to IDC and happily settled in. I managed regional clients, a team covering software and services, and finally two very large accounts. Then my husband and I retired at 50 in 2006, which was always the plan. After three years of traveling, the economy crashed. Game-changer! We came back to the U.S. from France, and I gratefully rejoined IDC. Currently, I'm the Global Account Manager for IBM.

Resting hippo, Chobe River, Botswana.

My husband, Dai, and I in beautiful Hermanus, South Africa, a famous whale watching spot.



Cape buffalo — an old grumpy bachelor, no longer able to keep up with the herd.

Why I chose this trip

My husband, Dai Morgan, and I had always planned to go South Africa, where he has relatives. He'd heard their fabulous stories as a boy in Wales. With the help of IDG, we finally made it happen, beginning the trip of a lifetime in Cape Town.

Endangered white rhino, with baby, Kruger National Park.

Elephants at sunset, Zimbabwe.

Trip highlights

We spent time in the Stellenbosch Valley (wine!) and four days with family in Johannesburg/Pretoria. And, finally, 12 days on safari — first in Kruger National Park, South Africa, then in Hwange Park, Zimbabwe. A tour of Victoria Falls preceded our last full day on the Chobe River in Botswana, first in a boat, capped off with a final "game drive" along the river bank.

Africa was far more than I expected. I didn't anticipate such delicious, diverse food, nor such fabulous service levels everywhere we went. The scenery — the space — was stunning and compelling, the locals were talkative and interesting, the safari experiences were unmatched. We had a glorious time. Thank you, IDG.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

IDG World Update

EMPLOYEE NEWS AND INFORMATION

11 OCTOBER 2017 | VOLUME 47, NUMBER 36 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | 2018 CALENDAR - *page 7*

Webcast guides applicants through awards programs process

CIO
Executive Council
FROM IDG
September 19, 2017
2-3pm ET
How to Win Prestigious Awards for Innovation, Security or Digital Leadership

As a new way to engage with its audience, IDG Communications Events produced a webcast with tips on how applicants to its awards programs can create a strong entry.

SEE MORE ON PAGE 4

Also inside

IDG Germany caters to C-suite with diversified Executive Education program

One on One: IDG Australia and New Zealand Managing Director Iggy Pintado

IDG Sweden recognizes sales leaders

New employees join IDC U.S., IDC Sweden, IDC Latin America, IDG Germany and IDG Netherlands.

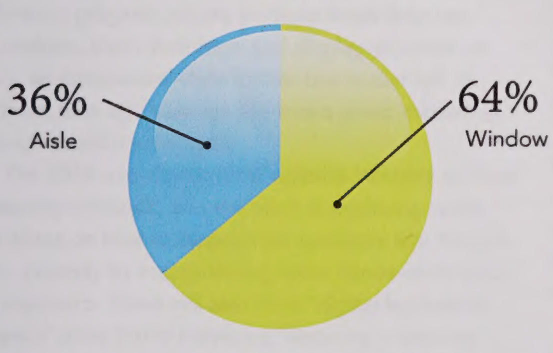
SEE MORE ON PAGE 5

Congratulations to the 12 winners of the 2018 IDG Photo Calendar Contest.

SEE MORE ON PAGE 7

Question of the week results

For airline travel, what is your preferred seat?



Log on to www.idgcentral.com to vote on this week's question:

How often do you wear a wristwatch?

CLICK HERE

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

IDC Unveils Industry's First Digital Native Enterprise Scorecard (IDC)

4 Crucial Things Marketers Can Learn From Equifax's Brand Catastrophe (Adweek)

Hey Siri, Google Assistant is Winning the AI Game and It's Not Even Close (Macworld)

As Voice Has Its Moment, Amazon, Google and Apple Are Giving Brands a Way Into the Conversation (Adweek)

Mobile Is Driving Digital Ad Spending in Hong Kong and Taiwan, eMarketer Estimates (eMarketer)

IDG Germany caters to C-suite with diversified Executive Education program

IDG Executive Education Program Manager ***Simon Huelsboemer*** *(left) and Community Manager* ***Caroline Hagl*** *(right) with security seminar attendees last month.*

As part of its Executive Education program, IDG Germany organized a two-day cybersecurity seminar last month in cooperation with the Fraunhofer Institute for Applied and Integrated Security, which hosted the seminar at its office near Munich. Sixteen CIOs and high-level IT managers participated, with attendee revenue ranging from 1,800 to 1,950 euros (US$2,114 to $2,290) depending on the time of booking, with fees including tuition, lunch and dinner.

Huelsboemer

"We organized this as a general cybersecurity overview, with some sessions focused on currently important topics such as law and privacy, Internet of Things security, blockchain as a security technology and federated identity management," said **Simon Huelsboemer**, program manager, Executive Education Programs. "We tried to mix technological and strategic content for our executive target group; getting the right balance is something we'll work on for future seminars."

The seminar had three featured speakers, with a blend of presentations, Q&A sessions and full-group discussions.

While IDG Germany realized a profit through participation fees, the goal is to find one or more sponsors for future two-day seminars. "Compared to a traditional conference program, where partners know they can be speakers, show their logo and display products on site — an educational-style format is a harder sell to sponsors, who don't always see it as a good marketing option," Huelsboemer said.

The 2018 two-day seminar agenda includes another on security in March, and the team is exploring some fresh ideas on how to incorporate sponsors into the program, possibly by incorporating more hands-on interactive segments. There will also be a "digital leadership compact" June 5-6 in Hamburg, featuring a one-day workshop followed by two company site visits the next day. A seminar on predictive analytics is in the works for September.

Earlier this year, the Executive Education team organized a two-day blockchain seminar with ESMT in Berlin in June. (Click here for Huelsboemer's photos and article about it, in English, on LinkedIn.)

Another facet of IDG Executive Education that began in 2012, the Leadership Excellence Program (LEP), will be held Oct. 23-27, 2017 in Düsseldorf and April 23-27, 2018 in China, with 25 participants in Düsseldorf — sold out earlier than ever before — and 10 fixed bookings so far for the China module. Supported by a longtime exclusive sponsor — DXC Technology (formerly known as HPE) — LEP primarily aims to develop the general management skills of CIOs, who now spend more time managing people than technology.

The fall class on management skills is held at WHU- Otto Beisheim School of Management. The following spring, attendees have four days of practical experience on intercultural issues in either India or China, which were chosen because both are prime production countries and managing that part of the business is key to CIOs' evolving roles.

> "Compared to a traditional conference program, where partners know they can be speakers, show their logo and display products on site — an educational-style format is a harder sell to sponsors."
>
> *- Simon Huelsboemer*

WHU is largely responsible for the content of the classes. IDG Germany manages all other aspects of the program — which is one of the most profitable programs in IDG Germany's portfolio — including marketing it and choosing the participants.

Write to Simon Huelsboemer. ■

OneonOne

Iggy Pintado

IDC Australia and New Zealand

The managing director of IDC Australia and New Zealand, who also serves as country manager of IDC Australia, is this week's columnist. Reach him at ipintado@idc.com.

> "Our customers and prospects want data *and* insights. In addition to what the data says, they want to know the 'why' and more importantly, the 'so what' elements of technology trends and commercial impacts."

Q Can you tell us a little about yourself?

A I was appointed managing director of IDC Australia and New Zealand (A/NZ) in August. I have extensive professional, management and executive experience in enterprise sales, marketing, channels and operations at IBM, Telstra, UXC Connect (now DXC), the Australian Institute of Company Directors and SAS Australia/New Zealand. My expertise is in managing all aspects of strategic sales, digital marketing and client engagement in diversified organizations. I have a proactive and energetic leadership style complemented by a highly developed interpersonal and communication skill set to establish and maintain high-level relationships across a variety of stakeholders.

Q As a new employee, what have been your first impressions of IDC globally and locally?

A Our customers and prospects want data *and* insights. In addition to what the data says, they want to know the "why" and more importantly, the "so what" elements of technology trends and commercial impacts. Since joining IDC, I see many opportunities for our products and services in our mature markets. During my job interview, I mentioned that most global organizations have become "IDC's" in their own right, being International Data Corporations themselves. The new IDC needs to be about adding value through insights by providing "Insightful Data for Companies"!

Q How has your past experience prepared you for your new role?

A I spent 30 years in sales and marketing in commercial IT companies. At IBM, where I held marketing roles for most of my 20 years there, we spent much time and resources on market intelligence, which is where I first came across IDC. Insightful research is a critical element for every organization. An effective C-Suite, whether an IT vendor or tech buyer organization, is compelled to adopt relevant and compelling research to stay competitive in their respective markets.

Q What are your priorities for IDC Australia/New Zealand in FY18?

A The key priorities for IDC A/NZ in this new year are to achieve growth by creating greater engagement opportunities with our clients and prospects to boost bookings and revenue, maintaining our market relevance through a strong brand presence and smart marketing initiatives, and delivering world-class consulting and research insights to both retain and attract clients. We will achieve this by establishing meaningful connections with key stakeholders, coordinating our key market messages for greater audience resonance and developing high calibre employees through compelling incentives and personal development planning.

Q Can you give us an overview of the ANZ tech market?

A Both the Australian and New Zealand tech markets are at a mature stage. We are early adopters of technology and quick to trial/test new platforms and technologies. Australia is a A$60 billion (US$46.5 billion) market with strength in financial services and government sectors. New Zealand serves as a technology lab for global vendors. With its compact population and established commercial and government organizations, it is a solid test bed as an experimental environment for new technologies, processes and products. This presents a compelling opportunity for IDC to become the provider of choice for quantitative insights and customized research for an established marketplace.

Q Do you have a favorite social media platform? How important is it to you to be actively involved?

A I discovered the power of social media as a connection enabler in 2007. Platforms such as LinkedIn, Twitter and YouTube can greatly impact commercial and personal engagement at multiple levels. In 2009, I wrote a book on the subject of effective connection called Connection Generation. However, my favorite social business platform is LinkedIn. Since adopting it as a "Personal Relationship Management" tool in 2007, I have amassed 30,000 first-level connections and proactively use LinkedIn for social selling and marketing. It is a profoundly valuable search and discover application to research individuals and companies through their profiles and group interactions prior to meeting them. It has become the "must use" sales tool for commercial business.

Q What management principles are most important to you?

The core of my management principles are

continued on page 6

New IDG Events webcast guides applicants through awards program process

IDG business units are always looking for new ways to educate and engage more meaningfully with readers, event attendees or other consumers of their services. IDG Communications' Events group tried a new tactic recently, creating a live (and later on-demand) webcast with tips on how to create a strong awards programs entry.

The idea for the webcast came from a conversation CIO Programs Executive Director **Maryfran Johnson** had with SVP/Publisher **Adam Dennison** in August around the time of the annual CIO 100 Symposium. Johnson had recently started working more closely with CIO Executive Council members, and Dennison had been thinking about offering a consulting service where Johnson could more directly help Council members improve their chances of winning CIO 100 awards.

CIO
Executive Council
FROM IDG
September 19, 2017
2-3pm ET
How to Win Prestigious Awards for Innovation, Security or Digital Leadership

Johnson had been running the CIO 100 awards program since 2009, and while she had had dozens of those kinds of conversations with CIOs and other applicants over the years, they mainly involved directing them to the extensive collection of FAQs and other resources that explain the process.

"Before we launched into any one-on-one consulting, I thought it would be a good idea to establish a baseline of the basics, while also casting a wider net beyond the CIO 100 to include our other key awards programs," she said. Those are the Digital Edge awards; the CSO 50; the CIO Hall of Fame; and the Ones to Watch awards for up-and-coming IT leaders, which the Council is relaunching this year.

"Why not accomplish all that with a user-friendly webcast, rather than creating yet-another long FAQ that isn't as engaging?" she said.

Johnson recruited Group VP/Customer Experience and Operations, Events and CIO Executive Council **Anne McCrory** and VP/Content Development and Strategy, Events **Derek Hulitzky** to produce the webcast. At that point it was early September, and there was some urgency to scheduling because two awards programs were still open and accepting applications.

Thanks to some quick action by the CEC Program Manager **Robin Clausen**, the broadcast date was set for Sept. 19. (Clausen schedules the Council's "Power Hour" series, which consists of live interactive sessions featuring Council members and industry experts who discuss the most pressing issues and challenges facing today's IT leaders.) McCrory created a PowerPoint template, and the trio contributed slides on the various awards programs they manage.

The one-hour webcast, How to Win Prestigious Awards for IT Innovation, Security or Digital Leadership, was a three-way conversation, with McCrory acting as moderator. The content covered a range of topics including who should apply and whether company size matters, the benefits of applying for and winning an award, how the awards are judged and — perhaps most importantly — tips on how to write a winning application (see sidebar). More than 100 people pre-registered for the session and some 40 participated, which is at or above industry average, Clausen said.

The webcast is available both to Council members and the public, Johnson noted, "and it will serve the team well as a resource in the future."

"I think there's great potential in these helpful, advice-filled webcasts — or podcasts — for any IDG business," Johnson said. "My best advice is to avoid overthinking or over-engineering the topic. No scripts. No rehearsals. Grab your subject, set the webcast date, scramble together some PowerPoints and then just have an engaging conversation. "

Write to Maryfran Johnson. ■

How to write a winning application

These are a few of the tips the webcast offered :

- Don't just provide the minimum information. Use the allotted word counts in each essay question to describe the project thoroughly, giving judges the full picture of its operational and strategic impact.
- Provide detailed, significant business metrics and specific measures of success. Share projects statistics as well as financial results (which can be marked as 'confidential' in the application so they won't be published).
- Tell a good story as you share your perspective on the before-and-after effects of the project or service.
- Be candid about the problems overcome or challenges addressed.
- Use your PR and marketing colleagues to polish up the application, but don't just turn it over to them to complete. Judges want first-person authenticity from project leaders, not marketing buzzwords or press releases.

noteworthypeople

Promotions

Sara Scogland, previously vice president of IDG HR Services Division, has been promoted to SVP, Human Resources for IDG Communications. She succeeds **Alana Dros**, who will be leaving IDG on Oct. 20 for a new position at Worcester Polytechnic Institute. "Sara is exceptionally qualified to lead Human Resources for IDG Communications," said IDG Communications CEO & President **Michael Friedenberg**. "In her 17 years at the company, Sara has held roles within the Training & Development department and has led the HR Services Division at IDG for the past six years. Sara and her team will continue to provide exceptional HR support to IDG Communications both in the U.S. and overseas. Her team will also continue to provide HR support for IDG's Corporate Services Group." sara_scogland@idg.com

Scogland

Stacey Raap has been promoted to senior marketing and research specialist at IDG Communications. "Stacey is our research guru, and if you have every read, presented or secured a customer meeting using our research, send Stacey your thanks," said Marketing Director **Lynn Holmlund**. "Her analytical and creative skills have played a big role in our lead gen efforts, as she often crafts blogs, infographics and white papers for our web site. As the SMS marketing liaison, she ensures that sales has the correct material for client conversations. She is not just a team player but a coach and a cheerleader depending on the project." stacey_raap@idg.com

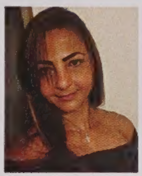
Raap

New employees

IDG Netherlands Business Development Manager **Sharief Niamut** had been working in a similar role for the past two years helping several startups grow revenue. Earlier, he spent 10 years in B2B advertising for publishers such as VNU, where he was a key account manager. Sharief has earned certifications in sales, marketing and account management courses. In his free time he enjoys running, Crossfit and meditation. sniamut@idg.nl

Niamut

Lisa Veras is sales operations coordinator at IDC Latin America in Miami and previously was the in-room dining coordinator at the Ritz-Carlton Hotel in Miami. She has a bachelor's degree in business and an associate's degree in marketing from the University of APEC in the Dominican Republic. She enjoys going to the gym and outdoor adventures; she recently conquered her fear of heights with a zip line excursion in Costa Rica. lveras@idc.com


Veras

IDC Sweden welcomes Account Manager **Gian Carlo De La Paz**, who is promoting event products to regional vendors in Sweden. He recently held the same title for a financial services company. Gian Carlo has a B.S. in business administration from Ateneo de Naga University in the Philippines and a master's in marketing from Karlstad University in Sweden. He enjoys going to the gym and watching TV series such as Game of Thrones or Suits. "While my first name is Italian and my last name is Spanish, I am 100% Asia." gdelapaz@idc.com

De La Paz

IDC Account Executive **Michael Dods** is based in San Mateo, Calif., for the Sector West Sales group. He was previously a sales group leader at Flashbay, Inc. Michael has a B.S. in marketing from San Jose (Calif.) State University and, as an avid movie lover, is looking forward to the Blade Runner sequel. He enjoys working out and playing retro/indie games. mdods@idc.com

Dods

Mario Zeltwanger joins IDG Germany as a portal management trainee. He was previously at Orbit PR as a junior content manager. He has a degree in translation studies from Johannes-Gutenberg University in Mainz and a B.A. in services marketing from the Baden-Württemberg Cooperative State University. He makes time for skiing, hiking, cycling and general fitness. mzeltwanger@idg.de

Zeltwanger

Also at IDG Germany, **Michelle Weidenhammer** is an online marketing and sales trainee, alternating three months at IDG with three months of college during a three-year program. She's very happy to be in her first official job following a year of part-time work and extensive travel after high school. Michelle enjoys playing volleyball and spending time at the gym. mweidenhammer@idg.de

Weidenhammer

IDG Sweden announces sales awards

IDG Sweden publishing directors **Joakim Allwin** (B2B) and **Jesper Landén** (B2C) recognized the business unit's outstanding sales performers at the IDG Sweden sales conference earlier this month.

- Best budget fulfillment: Key Account Manager **Magnus Håkansson** 116% over plan. Runner up: Senior Key Account Manager **Andre Kisch** 112% over plan
- Most customer visits FY17: Key Account Manager **Daniel Skoglund**. Runner up: Account Manager **Emelie Mårtensson**
- This year's biggest deal: Senior Key Account Manager **André Kisch** (HP, 2.9 million SEK, or US$359,347)
- Sales growth for the year:

Revenue Manager **Markus Ekberg**. Up SEK 4.5 million (a 79% increase; US$556,832), 10.7 million SEK ($1.326 million) in total.

continued from page 3

One on One

Empowerment, Accountability and Outcome-based measures of success. People must feel empowered to focus on priorities and identify opportunities. They should also be accountable for their commercial choices and have clarity on organizational consequences. Every employee must be tasked — either directly or indirectly — on delivering business outcomes relating to revenue generation and enhancing customer experience through meaningful engagement with customers and prospects. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

38
Lloyd Cohen *IDC*

29
Frank Gens *IDC*

28
Julio Vial *IDC U.K.*

27
Andrew Ware *IDC*

25
Wlodzimierz Duszyk *IDG Poland*

22
Adelheid Schwab *IDG Germany*
Gerda Tausch *IDG Germany*
Robert Farish *IDC Russia*

21
Lars Goransson *IDC Canada*
Ray Boggs *IDC*

20
Esther Ng *IDC Hong Kong*
Mitchell Rose *IDC*

19
Kevin Dunne *IDC*
Regena Marie Adams *IDC*
Michael Schmelzle *IDG Germany*
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Mark Anderson *IDG Communications*

18
Mats Ståbröst *IDG Sweden*
Al Gillen *IDC*
Bernhard Haluschak *IDG Germany*
Beate Wöhe *IDG Germany*
Simona Vercesi *IDC Italy*
Hanh Nghi *IDG Communications*

17
Mike Hyjek *IDC Canada*
Ricardo Villate *IDC*
Kumaran Ramanathan *IDG Global Services*
Mikael Lindkvist *IDG Sweden*
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Amy Bennett *IDG Communications*

16
Nicole Bergmair *IDG Germany*
Charlotte Poulsen *IDC Nordic/Denmark*
Barbara Cambieri *IDC Italy*
John Gole *IDC CEMA*
Jan Houska *IDC CEMA*
Vladimir Kroa *IDC CEMA*
Ilona Stankeova *IDC CEMA*
Dana Vanickova *IDC CEMA*
Thomas Vavra *IDC CEMA*
Simon Baker *IDC Russia*

14
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Philippe Hochmuth *IDC*
Pavel Louda *IDG Czech Republic*
John Copsey *IDG U.K.*

13
Robert Parker *IDC*
Akihiro Kimura *IDC Japan*
Michael Beilfuss *IDG Germany*
Cristina Morera *IDC Spain*
Robert Schultz *IDG Communications*

12
Eric Newmark *IDC*
Neil Michael *IDG Global Solutions*
Richard Faim *IDC Brazil*
Nick Sundby *IDC U.K.*

11
Hye-Rim Kim *IDC Korea*
Steve Yang *IDC Canada*
Kimberly Knickle *IDC*
Jonathan Share *IDC*
Agnes Fröschl *IDG Germany*
Arash Behinzad *IDC Italy*
Gaia Gallotti *IDC Italy*
Valerie Potter *IDG Communications*

10
Angelica Beare *IDC Philippines*
Joe Altria *IDG Connect*
Evelin Stoev *IDC Bulgaria*
Szabolcs Uveges *IDC Hungary*

9
Luke Fang *IDC China*
Louise Sohnesen *IDC Nordic/Denmark*
Esther Hurtado *IDC Spain*
Todd Shaw *IDC CEMA*
Radim Zatloukal *IDC CEMA*
Gabor Balicza *IDC Hungary*
Stephanie Crossland *IDG Communications*

8
Angelica Lundin *IDG Sweden*
Karolin Pichler *IDG Germany*

7
Emilie Ditton *IDC Australia*
Jarit Sidhu *IDC Thailand*
John Sundström *IDG Sweden*
Alejandra Marino *IDC Mexico*
Marisol Serrano *IDC Mexico*
Kathrin Hopkins *IDC Germany*

6
Sukhendu Rautela *IDC India*
Bruno Faria *IDC*
Maite Narvaez *IDC Spain*
Carla Santos *IDC Portugal*
Jiri Tersel *IDC CEMA*
Victoria Mendes *IDC Middle East and Africa*
Shay Egan *IDG Communications*

5
Tina Li *IDC Hong Kong*
Amilia Nur Fitri *IDC Indonesia*
Larry Llamzon *IDC Singapore*
Yih-Khai Wong *IDC Singapore*
Anthony Elworthy *IDC*
Cathy Leonard *IDC*
Carolin Beck *IDG Germany*
Loren Drennan *IDC U.K.*
Jan van Vonno *IDC Benelux*
Sabine Henschel *IDG Germany*
Kerstin Ildefonso *IDC Austria*
Nino Giguashvili *IDC CEMA*
Juraj Vanek *IDC CEMA*
Regina Sartbayeva *IDC Central Asia*
Sule Saltik *IDC Turkey*

4
Yi Lei Zhang *IDC China*
Binu Devasahayam *IDC CCR*
Rebecca Cohen *IDG Australia*
Judith Fiedler *IDG Germany*
Juan Becerril *IDC Mexico*
Josef Valcuha *IDC CEMA*

3
Daniel Sun *IDC China*
Quan Xiong Ng *IDC Malaysia*
Farzana Anwarali *IDC Singapore*
David Laing *IDC*
Marc Strohlein *IDC*
Marcin Tyborowski *IDG Poland*
Naoko Iwamoto *IDC Japan*
Fabio Martinelli *IDC Brazil*
Adrian Orozco *IDC Mexico*
Jeronimo Piña *IDC Mexico*
Ricardo Mendoza *IDC Mexico*
Alba Balla *IDC Italy*
Lucie Padourkova *IDC CEMA*
Ondrej Smrz *IDC CEMA*
Jan Sonnek *IDC CEMA*
Pelin Pirnal *IDC Turkey*
Devari Green *IDG Corporate Services Group*

2
Wendy Mok *IDC Hong Kong*
Arpita Mitra *IDC CCR*
Yogesh Shivhare *IDC CCR*
Kelly Cho *IDC Korea*
Linda Chua *IDC Malaysia*
Chayse Gorton *IDC New Zealand*
Ran Cao *IDC Singapore*
Iya Malhotra *IDC Singapore*
Brendan Rouse *IDC Canada*
Viranart Chadarasanti *IDC*
Adam Wright *IDC*
Christina Mercer *IDG U.K.*
Jorge Gomez *IDC Mexico*
Richard Stevens *IDC Italy*
Malini Paul *IDC Italy*
Dominic Trott *IDC Italy*
Julia Neuschmid *IDC Austria*
Radek Donat *IDC CEMA*
Eva Drbohlavova *IDC CEMA*
Harry Warner *IDC CEMA*
Jan Brus *IDC CEMA*
Radim Holek *IDC CEMA*
Elvira Khapsalis *IDC Central Asia*
Vladislav Sidevich *IDC Russia*
Hazel Jeffery *IDC South Africa*
Deanna Moore *IDG Communications*
Haley Pollard *IDG Communications*
Mark Holland *IDG Communications*

1
Hugh Ujhazy *IDC Australia*
Jerry Wang *IDC China*
Jayati Dhingra *IDC India*
Ragav Kohli *IDC India*
Shivam Sharma *IDC India*
Feras Ibrahim *IDC Malaysia*
Xin Hui Khoo *IDC Malaysia*
Yang Lin Lim *IDC Malaysia*
Antonio Martel *IDC Philippines*
Ming King Ng *IDC Singapore*
Avinav Trigunait *IDC Singapore*
Chih Chun Hsu *IDC Taiwan*
Parawee Chivapuntusri *IDC Thailand*
Puwanart Pientanyaku *IDC Thailand*
Yash Ahuja *IDC Canada*
Kevin Brimberry *IDC*
Domenica Campanella *IDC*
Vincenza Collett *IDC*
Maria Garzon *IDC*
Robin Hollamon *IDC*
Ida Young *IDC*
Raj Rammohan *IDG Global Solutions*
Akira Sugawara *IDC Japan*
James Roy *IT World Canada*
Stefano Budimir *IDG Germany*
Andre Fernandes *IDC Brazil*
Bianca Minguci *IDC Brazil*
Caio Silva *IDC Brazil*
Daniela Stollagli *IDC Brazil*
Ingrid Faria *IDC Brazil*
Mayela Rico *IDC Mexico*
Jair Gonzalez *IDC Mexico*
Ricardo Halhado *IDC Spain*
Alessandro Sposato *IDC Italy*
Miguel Garcia Seijas *IDC Spain*
Robert Pecserke *IDC CEMA*
Doug DuVall *IDG Communications*

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn.

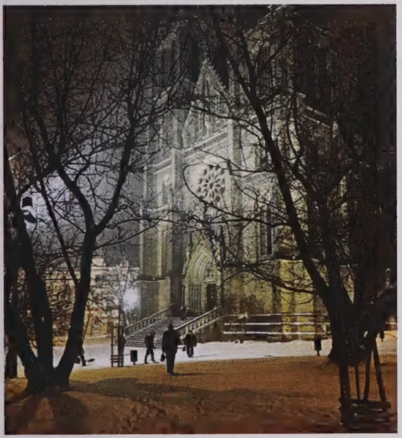
Get the word out on what's happening around the company by sharing and retweeting.

Congratulations to the 2018 IDG Calendar Contest winners

1st Place

Castle Hill Lighthouse, ***Donald Jin****, IDC*

Sweden Hansmyra Lake, ***Sabine Henschel****, IDC Germany*



Wintry Fog, ***Jim Caris****, IDC CEMA*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

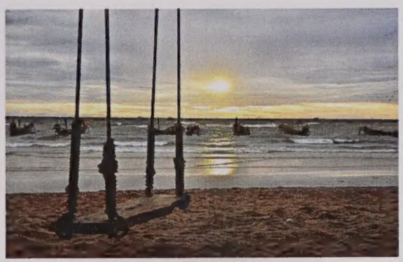
Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

2nd Place

Orca Crest, ***Patrick Burke****, IDG Corporate Services Group*

Walkin' on Sunshine, ***Dayna Klein****,*
IDG Communications



Life is a Swing, ***Jonas Triebel****, IDG Germany*

Run in Sahara Desert, ***Natalia Milko****, IDC CEMA*

Just Another Day, ***Shraddha Singh****, IDG India*

3rd Place

Milky Way, ***Valerie D'Aquila****, IDG Communications*

Beachscape, ***Nidharshan M.P.****, IDG India*

The Edge of the World, ***Hamza Naqshbandi****,*
IDC Saudi Arabia

Yellowstone Waterfall, ***Tom Maloney****,*
IDG Communications

Thanks to the more than 300 employees who voted on IDG Central for their favorite photos. Calendars will be delivered to IDG offices and license partners in December.

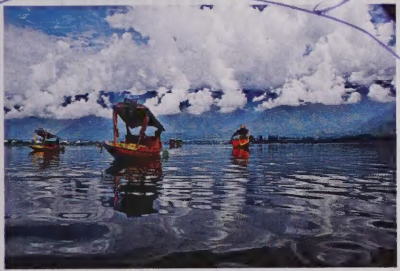
removed → disqualified photo
(either guide took or employee
~~[illegible]~~ submitted a professional
photographer's pic!)

Congratulations to the 2018 IDG Calendar Contest winners

1st Place

Castle Hill Lighthouse, ***Donald Jin****, IDC*

Sweden Hansmyra Lake, ***Sabine Henschel****, IDC Germany*



Shikara in Dal Lake, ***Rathina Sabapathy****, IDC CCR*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

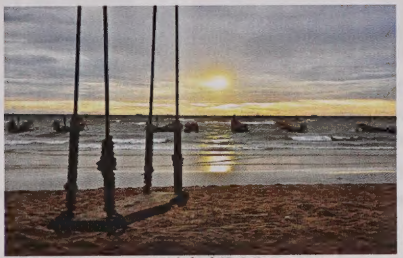
Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

2nd Place

Orca Crest, ***Patrick Burke****, IDG Corporate Services Group*

Walkin' on Sunshine, ***Dayna Klein****, IDG Communications*



Life is a Swing, ***Jonas Triebel****, IDG Germany*

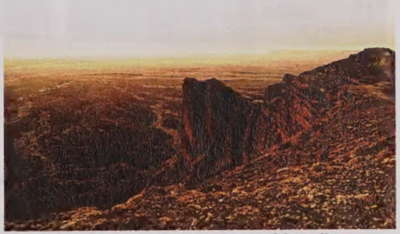
Run in Sahara Desert, ***Natalia Milko****, IDC Ukraine*

Just Another Day, ***Shraddha Singh****, IDG India*

3rd Place

Milky Way, ***Valerie D'Aquila****, IDG Communications*

Beachscape, ***Nidharshan M.P.****, IDG India*



The Edge of the World, ***Hamza Naqshbandi****, IDC Saudi Arabia*

Yellowstone Waterfall, ***Tom Maloney****, IDG Communications*

Thanks to the more than 300 employees who voted on IDG Central for their favorite photos. Calendars will be delivered to IDG offices and license partners in December.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

25 SEPTEMBER 2017 | VOLUME 47, NUMBER 35 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

IDC, IDG Australia team up for 10th edition of CIO Summit

CIO Australia Editor-in-Chief Byron Connolly welcomed more than 250 CIOs and their direct reports at the must-attend event of the year for the CIO community in Sydney.

SEE MORE ON PAGE 2

Also inside

One on One: IDG SVP/GM Adam Dennison on the newly aligned Events group, CIO Executive Council

IDC Asia/Pacific's Career Mobility program promotes staff development, knowledge sharing

IDG HR sponsors Wellness at Work

IDG staff at European offices congregate at dmexco conference in Cologne.

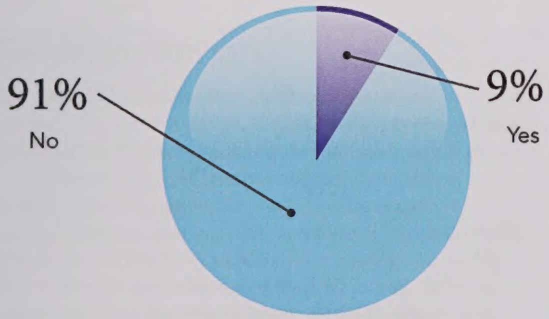
SEE MORE ON PAGE 6

Celebrating 20: IDG VP/Corporate HR Alana Dros traveled to Aruba recently.

SEE MORE ON PAGE 8

Question of the week results

Have you ever had damage to your home after a natural disaster?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of the iPhone X $999 base price?

CLICK HERE

Voting is open for the 2018 IDG Employee Photo Calendar Contest

Click here to see the 40 finalists on IDG Central and vote for the 12 photos you'd like to see in the 2018 IDG calendar. Voting ends Oct. 6.

IDG, IDC Australia team up for 10th edition of the CIO Summit in Sydney

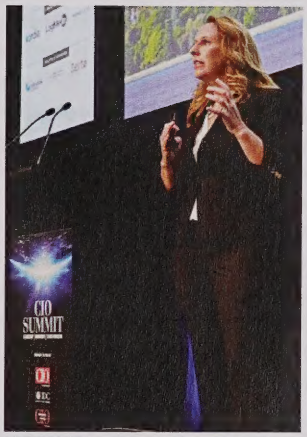
Another year of collaboration between IDG and IDC for the CIO Summit series in Australia again resulted in satisfied sponsors and attendees at the 10th annual event in Sydney on Aug. 30. Along with sister conferences in Perth (May) and Melbourne (November), "the CIO Summit is the one must-attend event of the year for our CIO community," said **Barbara Simon**, president and publisher, IDG Enterprise Australia and New Zealand and GM/CIO Executive Council.

More than 250 CIOs and their direct reports gained insight from technology and business leaders from Australia and around the world. Some 51% of attendees were from organizations with more than 1,000 employees, a significant achievement in a market with few enterprises of that size, Simon noted.

*Program Manager **Gabby Doherty**, Relationship Manager **Kierra DiFloriano** and Business Development Manager **Luis Sarabia** staff the CIO Executive Council display.*

Led by diamond sponsors Datacom and Hewlett Packard Enterprise, all 21 sponsors said the quality of the attendees, the agenda and the well-coordinated day made the event a valuable marketing activity and that they would be back again next year, she added.

CIO Australia Editor-in-Chief **Byron Connolly** led the agenda as MC, and IDC SVP/IT Executive, Software, Services and Industry Research **Meredith Whalen** presented the opening keynote on accelerating an organization's digital transformation.



*IDC SVP/IT Executive, Software, Services and Industry Research **Meredith Whalen** delivers the keynote address.*

IDC and IDG shared responsibility for sales, event management, logistics, on-site organization and all other aspects of the conference.

Key considerations in planning for the event were a focus on having a strong agenda with engaging independent speakers and keeping vendor presenters to a 15-minute thought leadership TED-style talk. "We continuously improve the logistics around our executive networking discussions — clearly a highlight for both sponsors and attendees at this year's event," Simon said. "We invested in a strong opening video with a 'wow' factor and invested in top-notch audio-visual to keep with the upmarket feel of the conference."

Write to Barbara Simon. ■

Tandem teamwork

IDC and IDG employees in Australia shared responsibility for the CIO Summit series. IDG Australia's **Barbara Simon** credited the following colleagues for their contributions:

"Event Manager **Sarah Ieroianni** is our secret weapon when it comes to events — she is calm, in control, professional and very organized. **Byron Connolly**, CIO Australia's editor-in-chief, did a sterling job as MC and is a great ambassador of the CIO brand. Editorial team members **Jennifer O'Brien**, **Nadia Cameron** and **George Nott** stepped in as roundtable moderators, executive networking table (ENT) moderators, panel moderators and wherever needed. Our sales team — **Abigail Swabey**, **Rebecca Cohen** and **Karen Krieger** — brought our sponsors on board alongside the IDC sales team and managed them on the day. And a special shout out to Abigail and Account Rebecca who went the extra mile ensuring the ENTs were full and the session ran smoothly."

IDC Australia Events Director **Jessica von Sperl** recognized Events and Marketing Coordinator **Michelle Schaerer** as well as these analyst and sales colleagues:

- Associate VP/ IDC Asia/Pacific **Hugh Ujhazy** (breakfast roundtables and panel sessions); IDC Australia Research Director **Annemarie Kikos** (breakfast roundtables and networking sessions)
- Executive Networking Tables: Market analysts **Bilal Javed** and **Ahmar Karimullah**, IDC Australia; Associate VP/ **Linus Lai**, IDC Asia/Pacific.
- Panel sessions: IDC A/P VP **Chris Morris**.
- Sales team members **Michal Osmo**, **Bettina Volk** and **James Stroud**.

OneonOne

Adam Dennison

IDG

The SVP/general manager, IDG Events/CEC and publisher, CIO is this week's columnist. Reach him at adam_dennison@idg.com.

> "In just a few months [more communication between the CEC's Strategic Enterprise Services team and IDG's Strategic Marketing Services team] has resulted in the CEC being included in several large SMS programs that we would not have had exposure to before the restructure."

Q How did your scope of work change after IDG Communications' restructuring in May?

A IDG's restructure presented a significant change for me in many ways. In its most basic form I was asked to oversee an entire business unit — the CIO Executive Council (CEC) — which I had had very little interaction with over the last three to four years. Along with that comes an incredible amount of opportunity to get reacquainted with the CEC and understand and look for ways we can strengthen its offering by leveraging our events and media side of the business. As many of you know, the CEC provides its members with a custom engagement experience through a variety of programs and services, including peer-to-peer interactions, professional development programs and media/public relations. It's been a little over 100 days and we've made some significant progress in many areas, but we have a lot of work left ahead of us.

Q What formal and informal changes have you made to combine IDG Events and the CEC?

A We have made several changes to better integrate the CEC and events businesses since the restructure. The first thing we did was move the CEC from the first floor to the fourth, so the staff can be in the same area as our events team. This alone has opened communication and broken down any walls that existed between the two groups. Additionally, I am holding meetings with all of my managers from CEC and events so that everyone knows what we are working on and can pitch in with ideas and ways we can all do things better. More formally I made an announcement a couple of months ago to elevate **Maryfran Johnson**, previously editor-in-chief, CIO Events, to be executive director of CIO Programs, which is inclusive of both events and the CEC. Maryfran has a wealth of knowledge and connections when it comes to CIOs, and both groups can benefit from that greatly. More recently I have also added CEC executive network content responsibilities to **Anne McCrory**, who is our group VP for Customer Experience & Operations. This means that CEC Director of Strategic Content **Tim Scannell**'s team will now report to Anne so that we have one clear view of the content being developed for our events and CEC.

Q What kinds of synergy do you see between Events and the CEC, now and in the future?

A In addition to the changes we have made with Maryfran and Anne, I have helped open up communication between the CEC's Strategic Enterprise Services team and IDG's Strategic Marketing Services team. In just a few months this has resulted in the CEC being included in several large SMS programs that we would not have had exposure to before the restructure. For example, SMS brought an opportunity to the CEC to develop three thought leadership webcasts as part of a larger overall integrated program. In this scenario, the CEC is responsible for the content and identifying subject matter experts to participate in the webcast series. This allows the CEC to showcase several members, as we will be recruiting them to participate in the series, and the CEC will be paid for these services.

Q What are the CEC's priorities for FY18?

A Growing our membership base of both CIOs and Pathways members is our number one priority. The Pathways program is a leadership development program for promising ICT professionals who can benefit from mentor CIOs' personal experiences and knowledge.

Q Will there be any new U.S. events next year, or major changes to existing events?

A In FY 2016 we launched two custom events, Keynotes & Cocktails and Meet-Ups, and this year we launched SecurIT as part of IDG Security Day in June. All three had mixed results with the intent of growing all three event platforms in 2018. Outside of that I do not foresee us launching anything new in 2018. Our goal is to grow the event platforms we have and make them more profitable as a result of added revenue.

Q What are you hearing from sponsors in terms of what they need most from IDG when they consider partnering with us for events?

A First and foremost, we have to provide them access to the right IT buyers, whether that be CIOs and execs, or architects, engineers and IT managers. We have to deliver on our audience or we have no events business. After that they are looking for the right content environments and

continued on page 6

IDC A/P's Career Mobility program powers staff development, knowledge sharing across borders

Recognizing how important it is for employees to gain international experience and exposure to different markets, cultures and management principles in their careers, IDC Asia/Pacific created the Career Mobility program in 2011 as part of its ongoing commitment to personal and career development. It has proven popular with both the traveling participants and the host managers and staff, strengthening collaboration and a sense of community throughout the region.

Stephen Vass, vice president of business operations for IDC A/P, developed the program with two main objectives in mind. "On the staff development side, we wanted to provide opportunities for employees to learn and hone management and leadership skills, particularly if they were in mature groups where they may have been hitting the ceiling or pushing up against incumbents well-established in their roles. In terms of knowledge sharing, with Asia Pacific's rapid growth, we had many emerging or developing countries or business units that needed expertise and guidance that often wasn't available in the local market, and this filled their needs nicely. It truly was a win-win on each of these objectives, plus the added benefits of cultural cross-pollination and genuine team building that lead to greater staff retention and product development."

> "Living and working abroad has made me more independent, more adventurous, and gave me a chance to expand my network and enrich my personal life."
>
> *-- Nikki Marzoña*

IDC A/P Human Resources opens applications for the program each September or October and lists the countries that have offered to host career mobility participants the following year. The region's business unit management team chooses the awardees — usually four to six participate annually — based on the value the employee can bring to and receive from the host country. The duration is usually six to no more than 12 months, depending on their project's objectives. IDC covers airfare and visa costs and provides an apartment during their stay.

*IDC CCR Market Analyst **Radha Kaggalliah** (center, holding bag) along with IDC Philippines colleagues (l-r): **Jubert Alberto**, **Jerome Dominguez**, **Karen Rondon**, **Sean Agapito**, **Gail Delgado**, **Jan Edward Taneca**, **Noellyn Merante**, **Jay Regala**, **Sarah Toldeo** and **Alon Rejano**.*

IDC CCR Senior Market Analyst **Radha Kaggalliah** is based in Bangalore, India, with IDC Asia/Pacific's End-User Research and Statistics department and is a project manager for end-user surveys in the region. She worked with analysts at IDC Philippines earlier this year to learn more about their technology topics and market, visited the local field work agency to better understand their work capabilities to engage them for IDC surveys, and attended CIO Summit and IT Security events.

"This program had a great impact on both my career and personal growth," Kaggalliah said. "It gave me real-time experience in a different work environment, and it made me more self-confident and gave me a broader awareness of the world. I had a great time exploring Manila with my colleagues on the weekends."

IDC Head of Operations **Jubert Alberto** said the fun-loving Kaggalliah's presence "added to the family-like environment in our Manila office. Aside from the cultural exchange that the team experienced, it was Radha sharing insight about the ERS team's activities that made this visit a beneficial one. Our staff from research, PS&T, events, marketing, graphic design and

continued on page 5

continued from page 4

Career

(L-R): IDC Philippines PS&T Research Editor **Nikki Marzoña** (bottom left) with IDC Indonesia colleagues **Meily Lisdiyanti, Handojo Triyanto, Kamil Yunus, Mevira Munindra, Meriska Elfiarini, Reza Haryo, Risky Febrian** and **Stallone Hangewa**.

sales operations now fully grasp the critical role end-user research plays in the overall scheme of IDC business."

While the program is more suited to analysts, it can also work for support groups such as PS&T, said IDC Philippines International Publishing Manager **Christelke Agapito**, who supervises a recent participant, PS&T Research Editor **Alyssa Monica Marzoña**. "Asia/Pacific PS&T has been fostering education for years now, and we've been expanding our scope of work. We started with publishing-related training topics such as working with IDC templates, research architecture guidelines, Publishing Sprint 4 software, and we've gone on to grammar topics, business writing, power writing and customized training."

Marzoña was based in Kuala Lumpur this past January through June, where she mainly focused on publishing-related services, but due to demand for grammar and writing training in Thailand and Indonesia, she traveled to both countries to conduct customized classes for analysts.

"Before this program, the only analyst training I did was over Webex, but going on Career Mobility meant that I had to skill up and do the training live, which I found to be much more fulfilling," she said. "Living and working abroad has made me more independent, more adventurous, and gave me a chance to expand my network and enrich my personal life."

"Nikki has done a great job training the teams across ASEAN," said IDC ASEAN Managing Director **Sudev Bangah**, who as an early participant in the program relocated from IDC Malaysia to build IDC Indonesia's consulting practice and subsequently became country manager in Indonesia before his current role. "Not only did she train, but she added gamification elements to make it interactive and interesting to learn. The feedback I've received has been overwhelmingly positive, and it sets a fantastic example of the value of our career mobility programs. We hope to have more of this sharing in the near future with other participants."

IDC CCR Regional Analyst **Gurpal Singh** (center) with IDC Malaysia market analysts **Linda Chua** and **Quan Xiong Ng**.

One of the current participants, IDC CCR Regional Analyst **Gurpal Singh**, follows security and storage markets for IDC's software tracker. He has been at IDC Malaysia for more than two months, collaborating with local analysts to write research reports and interacting with local vendors and partners at marketing events. He also plans to replicate some of the regional custom research locally and explore local business opportunities.

> "The feedback I've received has been overwhelmingly positive, and it sets a fantastic example of the value of our career mobility programs."
>
> -- *Sudev Bangah*

"I am extremely thankful to my fellow colleagues in Malaysia who had been very supportive and helpful," Singh said. "They always lend a hand with gusto, be it in work by involving me in an IDC event, or culturally by teaching me the nuances of Malaysian cuisine and history. This stint is also helping me in getting a perspective and a deeper understanding of how IDC operates at the country level."

When he returns to Bangalore, Gurpal said he intends to leverage his understanding of the local best practices and consulting projects in the tracker research.

Write to HR Manager/ASEAN Valerie Wan. ■

IDG meets clients, gains digital marketing insights at dmexco

Employees from several IDG offices in Europe who work on ad operations and third-party revenue initiatives attended dmexco, the Digital Marketing Expo and Conference, in Cologne, Germany, Sept. 13-14.

Targeted to publishers and media professionals involved in marketing, technology and advertising, the event is the largest of its kind in Europe with some 50,000 visitors.

Hot topics this year included monetization through third-party solutions, header bidding and other programmatic solutions as well as fraudulent behavior and viewability. IDG colleagues learned about current and future trends in digital marketing and held more than 30 meetings with ad agencies and long-time and new partner companies including OpenX, Index Exchange, Widespace, Just Premium, OATH, Taboola, Smartclip, Digidip, GumGum, Eyeota, Kargo and Amazon.

IDG Germany's event department has organized a booth at dmexco for several years to provide a professional meeting area for clients and partners and to represent IDG solution capabilities in a dynamic and fast-growing market environment, said IDG Germany SVP Sales & Marketing **Sebastian Woerle.** ■

#1 TECHNOLOGY MEDIA, DATA AND SERVICES COMPANY
IDG

EDMUND HEIDER

IDG Germany's booth served as the gathering spot for some of the IDG contingent at dmexco. (L-R): IDG Germany Yield & Performance Manager ***David Nguyen****; IDG Germany Business Development Manager* ***Moritz Kaiser****; IDG Sweden Revenue Manager* ***Markus Ekberg****; IDG Sweden Head of Business Operations* ***Lina Vikman****; European Head of Ad Operations* ***Richard Bailey****; IDG U.K. Programmatic Platforms and Data Manager* ***George Bouras****; IDG Sweden Publishing Director* ***Jesper Landen****; IDG Germany Director Business Development* ***Ole Evers****.*

IDG Wellness at Work offers health and fitness programs, tips

IDG Human Resources sponsored a two-week Wellness at Work program this month for U.S. offices. In Framingham, Mass., the program included a health and wellness fair promoting the resources available to employees, and people could sign up for 10-minute chair massages and enter raffles for prizes such as a Fitbit, NutriBullet blenders and yoga mats.

Each day of the program had a theme, such as healthy eating with nutritious snacks in the kitchens. Workshops included cardio-pulmonary resuscitation certification and a class on creating nutritious salads (right).

Employees from IDC and IDG line up to sample the three salads created during the hands-on cooking demonstration last week in Framingham.

IDG WORLD UPDATE

IDG Events Account Director ***Grace Moy*** *works with the visiting chef to prepare one of the salads.*

noteworthypeople

New employees

Marr

The IDG Corporate Services Group in Framingham welcomes Chief Accounting Officer **Donna Marr**. She was previously vice president of accounting at Alex and Ani. A CPA, Donna has a B.S. in accounting from Syracuse University and is an avid skier. donna_marr@idg.com

Gao

Previously director of technical accounts and SEC reporting at Visa Inc., Assistant Controller **Katie Gao** has also joined IDG CSG. She has a B.A. in international finance from Nankai University in China and a MSC in accounting and finance from the London School of Economics and Political Science in the U.K. In her free time she enjoys traveling, hiking, tennis, reading and spending time with her family. katie_gao@idg.com

Cassidy

Johannah Cassidy has signed on as a registration coordinator for IDG Events in Framingham. She's a recent graduate of Westfield (Mass.) State University with a B.A. in communication and a concentration in public relations and a minor in business. She enjoys spending time with friends, babysitting her young cousins and shopping. johannah_cassidy@idg.com

continued from page 3

One on one

balance between industry sessions, sponsors' speaking sessions and networking opportunities to provide them the best event experience possible.

Q Do you foresee any opportunities to collaborate with any business units outside the U.S. on events or CEC initiatives in the coming fiscal year?

A As I mentioned we were part of the IDG Security Day launch via our SecurIT event. That has opened up communication with IDG Global Solutions and several other countries that we had prior to the launch. So, while there are no immediate plans to work with other business units outside the U.S. right now, those lines of communication are open, and if the right opportunity presents itself I'm happy to work with any group that can strengthen the program and offering. ■

Tech and Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Kevin Greene *IDG*
John St. Martin *IDC*

22

John Daly III *IDC*

20

Jennifer Garofalo *IDG*
Barbara Hall *IDC Canada*

19

Ann Bednarz *IDG*
Mike McGoldrick *IDG*

18

Doug Dinely *IDG*
Wesley Dotts *IDC*
Tom Mainelli *IDC*
Chris Sullivan *IDC Canada*

17

Wayne Humphries *IDG*
Sara Scogland *IDG*
Gary Nagle *IDC*
Lawrence Surtees *IDC Canada*

16

Martyn Williams *IDG*

15

You Sook Hong *IDC Korea*

12

Jason Gorud *IDC Asia/Pacific, IDG Global Solutions*
Joakim Arstad Djurberg *IDG Sweden*
Marie Brewis *IDG U.K.*
Dana Zahorovska *IDC CEMA*

11

Rene Shoemaker *IDG Netherlands*
Mary Conroy *IDC*
William Davis *IDC*

10

Patrick Lee *IDG Singapore*
Joey Yen *IDC Taiwan*

9

Roman Loyola *IDG*
Kelly Quinn *IDC*
Marek Kujda *IDC Poland*

7

Daniel-Zoe Jimenez *IDC Singapore*
Hui Long Ooi *IDC Singapore*
Robert Charlton *IDC*
Abhijeet Dugar *IDC*
Matt Lawton *IDC*
Petr Zajonc *IDC CEMA*

6

Brendan McGowan *IDG*
Winona Seibert *IDG*
Lauren Yanuskiewicz *IDC*
Caroline Askheim *IDG Sweden*
Gabriela da Piedade *IDC Brazil*
Enrique Phun *IDC Peru*
Sara Santosh *IDC Middle East and Africa*

5

Gina Galvagni *IDG*

4

Hong Lu *IDC China*
Libor Dvorak *IDC CEMA*

3

Sang-Jun Kwon *IDC Korea*
Anne Tang *IDC Singapore*
Jeffrey Hojlo *IDC*
Damian Madden *IDG Connect*
Barbara Davis *IT World Canada*
Jean Francois Segalotto *IDC Italy*
Malak Al Hassan *IDC Saudi Arabia*

2

Neil Glass *IDG*
Brittany Angel *IDG*
Yudie Marzuki *IDC Indonesia*
Emma Liu *IDC Taiwan*
Rita Tseng *IDC Taiwan*
Michael Mahan *IDC*
Samantha Kimber *IDG Connect*
Kristina Kuznesova *IDG U.K.*
Richard Clarke *IDG U.K.*

1

Swati Chaturvedi *IDC CCR*
Prem Kumar *IDC CCR*
Shashiraju Siddharaju *IDC CCR*
Hanwei Lee *IDG Australia*
Ari Tashman *IDC*
Luis Reyes *IDC*
Jack Phillips *IDG Global Solutions EMEA*
Alex Radu *IT World Canada*
Daniel Caceres *IDC Peru*
Josef Stern *IDC CEMA*
Orcun Basegmez *IDC Turkey*
Sevil Caliskan *IDC Turkey*
Banu Sogut *IDC Turkey*

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

celebrating20

Alana Dros

VP, Corporate HR

IDG

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. VP/Corporate HR Alana Dros traveled to Aruba recently.

Date joined IDG
I joined IDG in 1995 but took a hiatus from IDG for two years before returning again in 2001.

Career path
When I started at IDG in 1995, I was an HR assistant. I've held roles in Human Resources, Training & Development and Compensation, and currently I am VP of Corporate HR.

Why I chose this trip
We wanted a low-key vacation to rest and recharge. We had never been to Aruba, and we'd been told that it was outside of the hurricane belt. That was good advice; we travelled home just before massive Hurricane Irma hit in the Caribbean.

Who I traveled with
My husband, Chris.

Trip highlights
We stayed at the Ritz Carlton on Palm Beach, and the staff there took such good care of us that I felt as though [IDG founder] Pat McGovern was watching over us! Every day in Aruba is sunny and 86 degrees. It was always a beach day. Waiters on the beach delivered fruity beverages on Segways. One day we snorkeled in the aquamarine waters of Aruba, another day we explored the rugged north side of the island on a jeep tour. On our last night we went on a spectacular sunset sailing cruise.

Thank you IDG for an amazing 20th anniversary trip!

My husband and I took an off-road adventure to Arikok National Park and the Natural Bridge.

Our beachside reading spot.

The vista from our balcony at the Ritz Carlton Aruba was amazing.

A spectacular view of the sunset from the deck of the Pelican catamaran.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

The IDG World Update PDF is currently on an every other week publishing schedule, with content added to IDG Central on an ongoing basis.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

11 SEPTEMBER 2017 | VOLUME 47, NUMBER 34 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 2,4 | ANNIVERSARIES - page 7 | COMMUNITY - page 8

EDGE conference targets channel in Australia and New Zealand

Guest speaker Mark Isles (left) and ARN/Reseller Editor James Henderson collaborate at IDG Australia's third annual EDGE event, which has shown year-on-year growth in attendance, sponsorship and revenue.

SEE MORE ON PAGE 4

Also inside

U.S. events team tries new approaches at CIO 100

One on one: IDG Spain Country Manager Manuel Pastor on IDG Security Day, flipbooks and more

In Memoriam: Former IDC Canada Country Manger Paul Kennedy

IDG U.K. Developer organizes programming school for kids in Poland and Portugal.

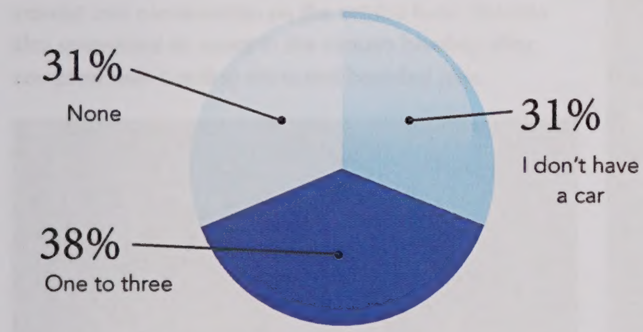
SEE MORE ON PAGE 5

IDC Framingham employees assemble wheelchairs for those in need.

SEE MORE ON PAGE 8

Question of the week results

How many bumper/window stickers do you have on your car?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever had damage to your home after a natural disaster?

CLICK HERE

This is the last week to submit photos to the 2018 calendar contest

2017
Employee Calendar
IDG

Sept. 15 is the deadline for IDG's 34th Annual Employee Photo Calendar Contest! The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a large-format print wall calendar.
- Photos may be vertically or horizontally oriented; please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos or questions to world_update@idg.com.

30th annual CIO 100 event features new elements for sponsors, attendees

IDG Events introduced several new elements at the CIO 100 Symposium & Awards Ceremony, held Aug. 14-16 at the Broadmoor in Colorado Springs, Colo., and produced in collaboration with the CIO Executive Council.

The event drew 345 senior IT executives for an interactive program packed with content, 15 private events and a gala celebrating the 2017 CIO 100 and a record 20 new inductees to the CIO Hall of Fame.

Group VP, Customer Experience and Operations **Anne McCrory** described a few of the new offerings.

- **Two types of tickets**: a Community Pass and an Experience Pass. Developed by Marketing Manager **Kristin O'Connell**, this approach showcased the value of attending through a comprehensive listing of benefits for the base package (i.e., the Community Pass) which served to educate those receiving complementary offers as well as those receiving paid offers. She then created an Experience package in collaboration with Event Planner **Shay Egan** to create a luxury experience for those willing to pay a little more. The result was record ticket sales revenue and a qualified audience of which roughly 23% paid to attend.
- **Innovative sponsor displays**. This year, for the first time, one sponsor (Arrow) brought a race car specially outfitted for a quadriplegic race car driver who the company sponsors. Another (Deloitte) brought VR headsets to show the impact of the technology on the senses during the cocktail hour. Both drew attendee interest and conversation on the exhibit floor. Deloitte also sponsored an event in the venue's bowling alley, complete with bowling shirts and branded pins.

Arrow's race car was a unique offering in the sponsor showcase.

Deloitte's branded bowling pins in green matched the company's logo.

- **Throwable microphones**. A microphone encased in a pillow cube with a custom event-branded cover brought an element of fun to the conference floor as mic runners tossed the mic to attendees looking to ask a question.
- **A workshop produced in collaboration with the CIO Executive Council**. Using a new position paper, "The Evolution of the CIO," authored by CEC Director of Strategic Content **Tim Scannell**, a group of CEC members who contributed to the initiative led a well-attended session to discuss the key attributes of the CIO as a corporate officer.

Participants received the CIO Executive Council research paper as part of the package of workshop materials.

What kinds of new elements has your business unit introduced at a conference or other event? Write to world_update@idg.com.

OneonOne

Manuel Pastor

IDG Spain

The country manager of IDG Spain is this week's columnist. Reach him at mpastor@idg.es.

Q What does the tech media market look like in Spain, and how does IDG Spain stand out from the crowd?

A The tech media market has changed significantly during last few years in Spain, moving steadily from a print-based model to a digital one. During this process many important tech media competitors have suffered and some of them who were not swiftly directed to move from a print-based model to digital have disappeared. On the other hand, there is a bunch of new tech media companies that came to life based on a digital model from the start. And even though they are rather small, they have the benefit of not having legacy areas.

IDG stands from the crowd in many ways. Besides its long-time good reputation, I would highlight that we are able to attend to all the marketing necessities of the IT companies, and of course we have the highest-quality content for our readers. Overall, in a world with old and new competitors and all kinds of different niche players, IDG is seen everywhere as a guarantee of high expertise, quality and trust.

> "Overall, in a world with old and new competitors and all kinds of different niche players, IDG is seen everywhere as a guarantee of high expertise, quality and trust."

Q How was IDG Security Day in Madrid? What would you do differently if IDG holds this kind of event next year?

A IDG Security Day was very successful here. [Held on June 21, the event took place in nine countries.] The first edition of an international project like this one is a very exciting challenge. One of the main characteristics of IDG Security resides in its global nature, so to enhance this factor, perhaps one major sponsor that has a video keynote all around the world would be very appealing. Let´s imagine a video keynote of a famous CEO — Satya Nadella, Meg Whitman or Jeff Bezos, for example — representing their global company as a sponsor of the event and this video being broadcasted at every live session of IDG Security Day. There is no doubt it would command the attention of many attendees and also even perhaps of more sponsors, both local and global.

Also, it would be splendid to see the actual number of countries involved increased for the second edition, so I encourage all the countries to join in. It is really fun to work together in this event so I have no doubt the second edition will be even better.

Q Can you talk about the "flipbook" technology used for some of your brands?

A The flipbook was an idea to smooth the transition from print to digital. Easy to view on any device or desktop, the pages scroll left or right as users click the side arrows, and users can use a down arrow to view the full array of pages in the issue and select specific ones. The flipbooks' content includes more analysis and features and other content not found on the websites. The reality it is that has proven to be valid for the purpose of maintaining some legacy advertisement revenues that otherwise we simply would have lost them. We don't have a flipbook edition for all of our brands, as we only have ones for ComputerWorld, CSO and Dealer World, which we expected would have the highest monetization.

Q IDG Spain's CIO Executive Council will celebrate its first year at the end of 2017. What have been a few highlights?

A The balance after one year is overall quite positive. We received a lot of help, support and knowledge exchange from our colleagues in the U.S. and Australia. This has been extremely very important as, based in their expertise, we could learn in advance what works well and what did not. We obviously focused in the successful part and today we already have 30 members and expectations to significantly increase this number. The main highlight factor of this international Executive Council is the ability of members to exchange knowledge peer-to-peer with a colleague from a different country.

Q What are your main goals ahead for FY18?

A We have many different goals, but in the end the main goals are same year after year: to have revenue growth for the company and to deliver the budget targets. We have been able to hit those goals during last three years in a row, and we definitely are oriented and focused to deliver the fourth in a row. In order to reach those goals, we obviously aim to increase the revenues and profits of all our stable and consolidated areas as well as to increase the quality of the services and products, but we always want to explore new ones. Last year we founded the CIO Executive Council. So for FY 18, I would like to find some other new sources of revenues. ■

EDGE conference emphasizes bringing together Australia, New Zealand channel community

IDG Australia recently held its third edition of EDGE, the annual destination channel conference, and it again delivered year-on-year attendee, sponsor and revenue gains.

Hosted by ARN and Reseller News — the Australian and New Zealand brands, respectively — at the Hamilton Island Convention Center on the Queensland coast July 30-Aug. 2, EDGE 2017 focused on The Future Channel, uncovering what is required for ongoing IT industry success within the entire IT industry in the years ahead.

There were 303 total attendees (240 in 2016), 45 sponsor companies (31 in 2016) and profit was up even though this year's agenda included two international keynote speakers, as well as two additional guest speakers than in 2016. Sponsor fees represented 90% of the revenue; 10% came from attendee registrations.

The majority of the attendees this year were invited by ARN and RN, with sponsors and distributors co-hosting the rest of the 156 partners who paid an AU$1,000 (US$800) registration fee as proof of commitment. Accommodation and travel for all attendees was paid for by ARN and RN as hosts via sponsor funding.

ARN President and Publisher **Susan Searle** said her team aimed to make this year's conference more streamlined and dynamic. "The first morning was staged like a TV production with Editor, Channel Division of Australia and New Zealand **James Henderson** as a host. There were several stage areas which were used for very dynamic parts of the production. Sponsors' talks were kept to 15-minute slots and either run as fireside chats or sharp presentations; no product or technology pitches were allowed. All this was interwoven with custom research around EDGE 2017's theme of Future Channel and powerful keynotes from global industry analysts and futurists. The lighting and staging made it very slick and fast-paced."

One of the main goals of the conference is to bring industry executives together to learn, network and develop successful business outcomes, Searle said. There were close to 1,500 meetings conducted either through the compulsory 1:1 meetings that were pre-scheduled via the EDGE app and through two icebreaker sessions. For the icebreakers, partners were matched with sponsors they identified during registration to be of interest and then met with them on a rotating basis for 15-minute introductions. Golfers also had time for more networking at the annual EDGE Cup while others opted for networking boat trips to the beautiful Whitsunday Islands.

IDG Australia's EDGE team included (front, l-r): Marketing & Events Coordinator ***Maria Stefina****; Deputy Editor, ARN* ***Hafizah Osman****; Events Manager* ***Amy Woodhead****; ARN President and Publisher* ***Susan Searle****; Account Director/Channel Division* ***Eduardo Silva****; Account Director/Channel Division* ***Amalia De Prisco****; Account Director, Channel Division ARN & Associate Publisher NZ Reseller News* ***Cherry Yumul****; ARN Journalist* ***Samira Sarraf****. (Back, l-r): Editor, Channel Division of Australia and New Zealand* ***James Henderson****; Reseller News Journalist* ***Rob O'Neill****; Event and Sales Assistant* ***Rebecca Hahn****; Database Manager* ***Nik Gorbachev****; Head of news, ARN* ***Leon Spencer****.*

ARN/RN staff received more than 60 emails from satisfied attendees and sponsors. Among them: "The most unique event I've been to. Clear and valuable outcomes for my business were immediate." "My CEO attended for the first time this year; he has come back bubbling with enthusiasm and new contacts. I appreciate our elevation/exposure to the next level of integrators, resellers and distributors in the country."

On their own volition, three attendees blogged throughout the conference on LinkedIn about what they had heard and learned, Searle said. She noted that LinkedIn was clearly the preferred social media platform for participants, with EDGE gathering 1,123 mentions, 168 comments, 2,974 likes on posts and more than 1.5 million views. Twitter activity included some 190 tweets, 160 retweets and 560 likes.

"So many great people did amazing jobs" for this

continued on page 7

Volunteer profile

IDG U.K. developer co-creates programming classes for youth that concludes with cross-cultural hackathon

IDG U.K. Developer **Dominik Koscielak** knows the sense of accomplishment and satisfaction he gets from his profession, and he wanted to be able to share the tools of his trade with others who might not ordinarily think an IT-related career could be for them. Earlier this year he not only took a local step in that direction, he made it into an international adventure.

Koscielak worked at IDG U.K. from 2010 to 2014 and then moved to Kalisz, Poland, but has continued to work full-time for the company, with regular visits to the London office. He and a former IDG U.K. developer, Joao Matos, who now lives in Espinho, Portugal, came up with a plan to teach kids ages 13 to 18 in their respective hometowns the basics of programming and web development. "We believe that programming could give smart kids from small towns a great start in life, regardless of their social and economic backgrounds," he said.

The two sketched out ideas in Sept. 2016, and the Hacking Heroes class began in January, two hours per week on Saturday mornings, for three months. Participants used their own devices, and the instructors bought a few used laptops for students who needed them.

The classes took place simultaneously in both countries, and one of the first classes included a video Skype call so students could introduce themselves to each other. During the program, students were encouraged to exchange ideas with their peers in the other city on dedicated Slack channels.

"We skipped the traditional academic approach and told them to take on more of what we call a "hacker's mindset," Koscielak said. They showed the student how they could solve problems quickly by being creative and develop skills further on their own with a little help from books and the Internet.

Some of the Hacking Heroes with **Dominik Koscielak** (center) and co-instructor Joao Matos (far right, back row).

Dominik Koscielak *speaks to his class at the Portugal hackathon.*

After the three months, to test the students' skills in practice, Koscielak and Matos organized an April 28-30 hackathon in Porto, Portugal, to work on projects. To make the classes and the hackathon free to participants, the instructors applied to local NGOs for help with logistics and secured funds to cover flights and accommodations from Erasmus+, a European Union program that aims to modernize education, training and youth work across Europe.

"We put Polish and Portuguese coders in mixed groups to force communication in English only," Koscielak. "These young programmers — 16 from Poland and 12 from Portugal — worked eight hours a day and produced some truly incredible work."

After returning home, the students had a week to finish their projects, then their sites and web apps went live and their code was published on Git Hub.

"We want to share this experience and make all the lessons, video tutorials and code samples we wrote open source, available online to anyone one who would like to learn or teach web development in their local schools or community organizations," Koscielak said.

The pair is planning a weekend workshop in October for teachers in their hometowns who want to incorporate the curriculum into their classes.

Koscielak didn't have any prior teaching experience, and he said he quickly discovered how much preparation is required. "Things that seem obvious can be questioned by these young people. To provide good answers, I had to get to the very bottom of the most fundamental elements of web development. And that, I believe, makes me a better programmer after all."

Write to Dominik Koscielak. For more photos of the hackathon, click here. ■

noteworthypeople

New employees

Pintado

Iggy Pintado has been appointed the managing director of IDC Australia and New Zealand and will also serve as country manager of IDC Australia. He was most recently head of marketing at SAS Australia/New Zealand and has held professional, management and executive positions at IBM, Telstra, UXC Connect and the Australian Institute of Company Directors. "Iggy is an accomplished leader with deep understanding of enterprise marketing, sales, channels, digital, communications and business operations," said IDC Asia/Pacific Managing Director **Eva Au**. "His business acumen in managing marketing plans, customer engagement and commercial outcomes puts him in a strong position to provide strategic direction, thought leadership and effective execution at IDC ANZ."

Outside the office, Iggy is an avid sports fan, has a daily walking routine of 10,000 steps, and plays social basketball on Sundays. He volunteers with several health-related causes including brain cancer research and breast cancer awareness. And, he has "two beautiful grandchildren, aged 3 and 1, which makes me truly 'Iggy Pop!'" (For the record, his full name is Ignacio José Ramon de la Santícima Trinidad Pintado y Vicente.) ipintado@idc.com

Singh

Previously a marketing analyst for Altra Industrial Motion, Senior Research Analyst/Business Value **Harsh Singh** is now at IDC Framingham. He has a B.S. in Business Management with concentrations in strategy and economics from Babson College, and an MBA with concentrations in international management, competitive and organizational strategy, marketing and business system consulting from Simon School of Business at the University of Rochester. A New York sports fan, he enjoys craft beer, trying new restaurants and, having visited 24 countries and 33 states, hopes to reach 50 in either category before he turns 50. hvsingh@idc.com

Panzarella

Account Coordinator **Dylan Panzarella** has joined the IDG Sales Operations team in Framingham. He was previously a contracts specialist with JohnsonControls-SimplexGrinnell. He studied professional communications at Fitchburg (Mass.) State University and enjoys spending time with his fiancé and four-month-old daughter, reading anything in the history genre, watching football and playing golf. dylan_panzarella@idg.com

Surette

IDG WORLD UPDATE

IDG's events group in Framingham welcomes Registration Coordinator **Christin Surette**, who was previously a customer relations advisor at Keystone Dental. She has a B.S. in hospitality management from Syracuse University and enjoys hiking with her pup and traveling; she spent this summer in Ireland, Thailand, Cambodia and South Korea. christin_surette@idg.com

IDG's Corporate Sales team welcomes Account Coordinator **Sarah DeCuffa**, who moved to San Francisco from New York last month. A 2017 graduate of the University of Delaware with a degree in international business and economics, she was most recently a marketing and business development intern at RealTime Media. Sarah enjoys hiking and searching for hidden eclectic restaurants to try. sarah_decuffa@idg.com

Galli

Evelina Galli has joined IDG Sweden as engagement editor for consumer brands. She's no stranger to IDG, having worked as an intern on the news desk when she was 14 and returned to do basic office tasks over the years. She recently graduated from Södertörn University with a degree in journalism, is a supercar aficionado (her all-time favorite is the Bugatti Veyron Super Sport) and enjoys movies, video games and gadgets. evelina.galli@idg.se

Baggs

IDG Global Solutions in Staines, U.K., welcomes Program Coordinator **Gemma Baggs**, who was most recently a customer service assistant at Waitrose. She received a certification in marketing from the Chartered Institute of Marketing. Fashion and cosmetics are among her interests, and she recently traveled to New York City for her birthday. gemma_baggs@idg.com

Revell

Also at IGS U.K., **Alexia Revell** has signed on as an office assistant. She recent finished her college A-levels in biology, psychology and business studies. Outside the office she enjoys going out and about with friends. alexia_revell@idg.com

Send news about promotions, new employees and transfers to world_update@dg.com.

In memoriam

Paul Kennedy, who served as IDC Canada's country manager from 1988 to 1998, passed away last month. He became president and owner of Kennedy Management Partners Ltd. after leaving IDC.

Kennedy

IDC Canada posted a tribute to Kennedy on the company website that included several tributes from employees. Among them: "Paul made a wonderfully strong impact on many people as a colleague, mentor and friend," said Research VP **Jason Bremner**. "A gifted, natural storyteller, Paul was particularly giving to people working to improve their public speaking skills. He coached many people, enabling them to overcome fears, gain confidence, and succeed." "Paul was a kind soul who was adored by employees and customers alike," said Country Manager **Lars Goransson**.

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Cheryl Crivello IDG

32
Mary Gibbons IDC

29
Hilary Smith IDG

28
Debbie Bernardi IDC

27
George Bulat IDC Canada

26
Bill Bernardi IDC

25
Alyson Morales IDC

24
Rob Novorolsky IT World Canada
Cheryl Talamini IDG

22
Glenn Mosesso IDG

21
Steve Phillips IDC
James Walker IDG U.K.
Kathleen LaPorte IDC
Betty Amaro-White IDG

20
Warren Childs IDC
Marianne Kolding IDC U.K.
Terri Haas IDG
April Montgomery IDG

19
Stephen Clifford IDC
Catarina Källstrom IDG Sweden
Iseult Bottoni IDC U.K.

18
Michelle O'Mahoney IDC
Bryan Ma IDC Singapore

17
Tony Strattner IDC
Lianfeng Wu IDC China
Tom Schwieters IDC Hungary
Timothy Johnson IDG

15
Jonas Triebel IDG Germany
Ellinor Selbeck IDG Germany
Simone van der Kooij IDC U.K.

14
Susan Skowronski IDC
Jürgen Göetz IDC Germany

13
Carl-Johan Wollner IDG Sweden
Thamar Thomas-Issbrücker IDG Germany
Denis Arcieri IDC Brazil
Athen O'Shea IDG

12
Vito Mabrucco IDC Canada
Miwako Suzuki IDC Japan
Haydee van den Berg IDC Benelux
Christopher Kay IDG

11
Janice Tong IDG Australia
Per Melker IDC
Teresa Tassone IDC
Eddy Kim IDG Korea
Brian Glynn IDG

10
Jason Lin IDC China
Harish Nanjundappa IDC CCR
Ola Ljungstedt IDG Sweden
Chris Brown IDG U.K.
Mat Panchalingam IT World Canada
Edmund Heider IDG Germany
Margaret Adam IDC U.K.
Ivan Juras IDC Croatia

9
Thomas Rubel IDC
Boobalakrishnan Chandramohan IDC CCR
Ella Hwang IDG Korea
Alexander Dreyssig IDG Germany
Fabian Polkehn IDG Germany
Michael Vorisek IDC CEMA
Keith Linden IDG
Svetlana Surgay IDG

8
Salvador Trejo IDC Mexico
Nadja Bayraktar IDC Germany
Lynn-Kristin Thorenz IDC Germany
Paolo Massaranti IDC Italy
Lubomir Dimitrov IDC Bulgaria

7
David Baron IDC
Pavel Soper IDC CEMA

6
Kathleen Schaub IDC
Pang Yau Ting IDC Malaysia
Manuel Heine IDG Germany
Ramaa Bhardi IDC MEA
Jenelle Villani IDG Connect

5
Shirley Tsai IDC Taiwan
Julian Bez IDG Germany
Miriam Jezkova IDC CEMA

4
Serge Findling IDC
Kurt Gantrish IDC
Avinish Dixit IDC India
Sabrina Schmitt IDC Germany
Leonard Kore IDC East Africa
Daniel Nyaga IDC East Africa
Serdar Yegulalp IDG
Stacey Raap IDG

3
Timothy Greene IDC
Dinh Hang IDC
Jonathan Larrad IDC Canada
Sherry Brecher IDG Global Solutions
Rebecca Klüger IDG Sweden
Sebastian Novoa IDC Argentina
Joao Pais IDC Portugal
George Kalebaila IDC South Africa

2
Pinkal Patel IDG Australia
William Fearnley Jr. IDC
Angela Gelnaw IDC
Carlos Gonzalez IDC
Jeffrey Rivkin IDC
Amber Chin IDC China
Peng Ma IDC China
Jlyne Ubina IDC Philippines
Kamolporn Poya IDC Thailand
Navkendar Singh IDC India
Consuela Fung IDG Netherlands
Minoru Fukuda IDC Japan
Sabrina Gottwald IDG Germany
Patricia Vilaca IDC Brazil
Monserrat Hernandez IDC Mexico
Francisco Almeida IDC U.K.
Gerald Giefing IDC Austria
Hanna Holovska IDC CEMA
Ondrej Kmoch IDC CEMA
Ivana Slaharova IDC CEMA
Corina Grecu IDC Romania
Zhanna Kotliar IDC Ukraine
Sam Casale IDG Connect
Jenny Fahlbush IDG

1
Frank Dickson IDC
Zsofia Madi-Szabo IDC
Christina Manfroni IDC
Zhenshan Zhong IDC Indonesia
Huey Theng Low IDC Malaysia
Kenny Yap IDC Malaysia
Jessie Cai IDC Singapore
Ashweej Aithal IDC India
Patrick Lyn IDC Canada
John Wood IDG Global Solutions
Charlotte Trueman IDG Connect
Anna Dubrawska IDG Poland
Tobias Schwärzler IDG Germany
Daiane Souza IDC Brazil
Fernanda Molina IDC Brazil
Josephine Ahm IDC Denmark
Marion Lapeyroux IDC France
Andrea Sangalli **IDC Italy**
Petra Riha IDC CEMA
Martina Toskova IDC CEMA
Lukas Dockal IDC CEMA
Gabriela Gawlik IDC Poland

continued from page 4

EDGE

The resort near the Great Barrier Reef has been an attractive destination for attendees.

event, Searle said. "James Henderson was superb in his steadfast commitment to the quality of the content. He had a clear vision of a slick presentation format and worked with sponsors leading up to the conference to ensure the quality of their content. Account directors **Cherry Yumul** and **Eduardo Silva** sold more than AS1.1 million (US$879,272) worth of sponsorships. Event Manager **Amy Woodhead** joined IDG just four weeks before the conference, and she calmly led her events team to execute a much-applauded event."

Write to Susan Searle. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

IDC volunteers build wheelchairs for local program

IDC employees gather on and around the six wheelchairs they assembled last month. (Front, l-r): ***Alan Louie, Rebecca Segal, Joann Williams-Hoxha, Megan Santosus*** *and* ***Laurie Horn****. (Back, l-r):* ***Petra Kacer, Ryan Patterson, Kendra Rhodes, Nolan Greene, Meaghan Drennen, Diane Sampson, Marguerite Kerr, Sarah Biggerstaff, Dan Vesset, Romelle Herring, Paul Morrisette*** *and* ***Lynda Sterling****. Not pictured:* ***John Jackson, Cathy Leonard, Chris Webber*** *and* ***Emily Lambert****.*

On a beautiful sunny day last month, a group of IDC employees in Framingham, Mass., had an extra good reason to leave their desks for a few hours and head outside.

The IDC Cares committee, which was established in 2016 to help employees support local charitable causes, coordinated a wheelchair assembly activity.

Twenty-one employees divided into three teams for a friendly competition to see which team could build their two wheelchairs the fastest.

During two hours, teams had to answer trivia questions to obtain the parts required to build the wheelchairs and demonstrate their organizational, delegation and collaboration skills — as well as some basic mechanical ability.

After the assembly, teams proceeded to a safety inspection station for the wheelchairs to be certified.

The group donated the six wheelchairs to the Massachusetts Rehabilitation Commission's REquipment Durable Medical Equipment & Assistive Technology Reuse Program, which will distribute them at no cost to people in need.

IDC Cares collaborated with TeamBonding for the project, a national organization that uses the power of play to facilitate corporate teambuilding events, many for charitable purposes.

Contact Associate HR Representative Lauren Yanuskiewicz.

Marguerite Kerr *and* ***Laurie Horn*** *make progress.*

Another group works on their chair.

thanksto

Contributors to this issue who were not otherwise quoted or credited include:

Cathy Kelly *IDC*
Fay Harward *IDG U.K.*
Amy Woodhead *IDG Australia*

IDG World Update
EMPLOYEE NEWS AND INFORMATION
21 AUGUST 2017 | VOLUME 47, NUMBER 33 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | SALES TIPS - page 2 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDC, students reap rewards from internship program

IDC's Framingham interns (l-r): ***Greg Robinson****, UMass Amherst;* ***Taylor Galland****, Trinity College;* ***Michael Rosen****, Tulane University;* ***Cormac Lundt****, University of Connecticut;* ***Emma Schiller****, Bates College;* ***Kevin Sheehan****, Amherst College.*

IDC's long-standing summer internship program wrapped up earlier this month as seven college students — six in Framingham, Mass., and one in San Mateo Calif. — contributed to a variety of projects, developed their technical and interpersonal skills and made connections to help them chart their career paths.

"The program is a win/win arrangement," said VP Product Management/Operations **Mary Gibbons**, who has supervised four interns over the past three years. "It allows IDC to hire talented students to assist with important initiatives while giving the interns the opportunity to build real-world working experience."

"As a finance major interested in investing, I took the internship because I felt that I would become more informed about innovation occurring in technology companies and markets," said **Michael Rosen**, one of Gibbon's interns, who attends Tulane University. He built and populated a repository of all IDC primary research and updated analyst biographies. "I discovered a number of research areas that I'd like to explore further, and my skills communicating face-to-face and over email, as well as using Microsoft Excel, improved dramatically."

Cormac Lundt, who attends the University of Connecticut, was interested in the internship because he had worked in sales/

continued on page 4

Primer: How editorial generates revenue from affiliate links

There has been a lot of talk about affiliate marketing (sometimes called e-commerce or performance marketing) over the past several years, but what does that actually mean and how does IDG derive revenue from it? IDG U.K. Engagement Editor ***Ashleigh Macro*** *provides an overview.*

Q How does affiliate work?

Ashleigh Macro *is part of a three-person team producing content designed to generate affiliate revenue.*

A Many of the articles on our websites are designed to help readers make an informed purchasing decision, whether they're buying a laptop or a tablet, or downloading an app to solve a tech problem they're facing.

Hopefully, if we've answered all of the questions the reader has when they come to the article, their next step is going to be to buy something. That's where affiliate comes in.

If a reader clicks on a link on one of our websites that takes them to an online store (Amazon, Microsoft, Apple, etc.) from which they can buy something, we're already halfway there. Thanks to cookies, the retailer knows that the buyer came from our site, and if they then purchase something, the retailer rewards

continued on page 6

Photos for IDG Calendar Contest due Sept. 15

2017
Employee Calendar
IDG

Don't miss the chance for a bit of fame — and potentially monetary reward — by being part of IDG's annual calendar, which is sent to all IDG-affiliated offices. First, second and third prize winners receive $300, $200 and $150, respectively. Submit up to two high-resolution color or black-and-white digital images on any subject. Entries should have your name, business unit, telephone and e-mail address and photo title in the body of the e-mail. Send photos to world_update@idg.com.

IDG Germany reaps third-party revenue gains through raffle contest

PC Welt's Best Vacation Tech Gadget raffle, in which readers were asked to choose up to three tech items that are best to take on vacation, more than doubled the revenue IDG Germany earns from its third-party price-comparison partner site for the month of June.

To enter the "Wünsch dir was" ("Make a Wish") raffle, which ran June 26 to July 17, PC Welt readers were asked to choose their most useful vacation tech gadgets at IDG Germany's price-comparison partner site Billiger.de (www.pcwelt.de/preisvergleich). Most of the revenue accrued in the days just after the raffle launched.

"We asked our users to choose up to three items at Billiger and paste their respective links into our raffle form," said **Christian Löbering**, PC Welt and Macwelt online editor-in-chief. "The only constraint was that the value of the three items should not exceed 1,000 euros (US$1,180)."

After posting a YouTube video to promote the raffle, Löbering said that more than 13,500 readers participated. "In the weak summer months, we usually earn about 7,000 euros ($8,250) from click-throughs to Billiger. This raffle more than doubled our monthly Billiger revenue to 15,142 euros ($18,800)," he said.

***Dennis Steimels** and **Panagiotis Kolokythas** explain the raffle in a YouTube video.*

The winner was chosen in a random drawing and received the product requested in the raffle: an Acer Predator notebook.

Löbering said this was the third time IDG Germany has collaborated with Billiger on a holiday raffle. The first was the end of 2016, where people could choose the components for the perfect do-it-yourself PC, and the second in February using the "Make a Wish" name.

*(L-R): PC Welt and Macwelt Online Editor-in-Chief **Christian Löbering**, Editor **Dennis Steimels**, Director of Business Development **Ole Evers**, Managing Editor **Panagiotis Kolokythas**, Video Journalist **Daniel Behrens**, Video Producer **Christian Seliger** and VP Portal Management & Analytics **Markus Pilzweger**.*

"We always need to agree upon the mechanics and details with Billiger for each raffle we plan," he said. "We mainly need to agree on the fact that a lot of people are going to click from our price-comparison page to the shop page — that is what we earn money from — but will not have any real buying intent." Nonetheless, Billiger.de is eager to get the email addresses collected through the raffle, and gains visibility for the price comparison site.

For more information contact Christian Löbering. ■

IDG Sales University

As part of an effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, IDG Training and Development provides World Update links to relevant articles; summaries below. If you have articles you would like to share, please send links to world_update@idg.com.

Social Selling the Efficient Way
Here's how you can become a "cyborg seller": someone who can demonstrate the ability to build a following and educate your clients on trends in your industry, leveraging the content from your marketing team.

Five Highly Underrated Ways To Improve Your Sales Meetings
Are you running a sales meeting that serves you — the sales manager — rather than serving your team? Here are five steps you should follow to avoid destroying your team's morale at the next sales meeting.

The Secret Structure of Winning Sales Calls Mimics Great Storytelling
A data science team analyzed 519,000 sales calls using artificial intelligence and a conversation intelligence platform to identify the structure of an effective sales call and created a list of sharp differences between what works and what doesn't.

7 Steps to Setting Smarter Sales Goals
If your reps only have one goal — meeting their quota — they're selling themselves short (literally). Hold your reps accountable to smaller weekly or monthly goals, and you'll increase the likelihood they'll meet their bigger number.

Trending This Week: The Art of Closing the Deal
These easily incorporated practices will help you convert at a higher rate and run up more revenue.

See more resources in the Sales University section of IDG Central.

OneonOne

Christina Kearney

Group VP, Worldwide Marketing, Product Management, Client Service, Emerging Vendor Program and Global IT Advisory Products

IDC

Christina Kearney is this week's columnist. Reach her at ckearney@idc.com.

> "In client service, we have a mission to build high-value, sticky relationships with our clients to build loyalty, longevity and growth of the relationship."

Q What's the scope of your IDC marketing responsibilities?

A I lead the worldwide marketing, product management, and client service team, and IDC's Emerging Vendor Program and Global IT Advisory Program team. You can think of these interdependent functional areas on a continuum from product creation and governance, to customer demand and engagement, to client relationship and product support. All areas are aimed at driving high growth and visibility for IDC, as well as high-quality experiences and high-value products for our customers. Within marketing, our focus is on building out a robust digital marketing plan that includes more content marketing to enable demand generation, enhanced sales enablement tools and training, and a broader social media program. We are also continuously improving event experiences for our clients and prospects at events such as IDC Directions, GRAC and other industry briefings my team produces.

In the product management area, our team manages the product planning process, provides support and often global synchronization for new product areas and development, manages IDC research methodologies to ensure consistency, as well as manages the operations of the IDC Research Content Board (RCB), of which I'm a member. The RCB is a board that uses global IDC expertise and customer input to identify and recommend changes to enhance IDC's research content and delivery. One of the RCB's latest major initiatives has been developing IDC's new Research Architecture — the structure, organization and make-up of IDC's research types (or research deliverables). Some of the newest IDC-branded research types include the IDC TechBrief, IDC Innovators and IDC Market Glance.

In client service, we have a mission to build high-value, sticky relationships with our clients to build loyalty, longevity and growth of the relationship. Our team's strategic marketing themes are Brand, Customer Acquisition, Customer Experience, Content Distribution, and Product Development. These are cross-functional themes where our team leads and manages change in these areas through building proactive plans and collaborating across the organization. I host and sponsor global marketing meetings with our regional colleagues three to four times per year, and we collaborate on a regular basis outside of the formal meetings. It is great to have this ongoing global dialogue and we have seen an effective exchange and seeding of ideas and practices that have transferred between geographies.

Q Are you involved in any training-related activities?

A Yes, the two major areas my team is responsible for are research architecture training (primarily for analysts), and training for sales, which encompasses product, market and brand/marketing areas. In May, we rolled out through the Litmos platform a series of on-demand training modules and support material that cover all the IDC research types and provide guidance on audience, document intent and standards for global consistency. More recently we are beginning the rollout of an on-demand sales training program that streamlines marketing-driven training material into more digestable shorter formats. There will be an early focus on new products, making sure our sales team has what they need to accelerate time to market with the those offerings. We will also have separate modules that will look more broadly at a whole market and communicate what's happening at a macro level to build context and talking points for sales discussions. Finally, we will have brand/marketing-focused trainings that will deliver brand communications and positioning tools and support to sales. We have been partnering closely with Chief Sales Officer **Brad Thorpe** and the IDC sales team to transition to this more engaging, there-when-you-need-it format, so we are looking forward to hearing the feedback this fall.

Q What are the key elements of IDC's digital marketing program?

A Over the last six to nine months, we have been aggressively building new digital marketing assets and social channel reach. There is much more to do in this area, as the number of tools available to marketers is greater than it has ever been. Key elements include partnership with the sales team on social selling to amplify IDC's reach and create new connections through social media; partnership with Research through the Chief Research Officer Council to build the next chapters of the 3rd Platform transformation story and create 11 thought leadership groups to develop the research vision upon which we can build more digital marketing assets; and Marketing-led experimentation with different types of content marketing deliverables: e-books, white

continued on page 6

continued from page 1

Interns

consulting services and the IT industry "and this was the perfect opportunity to take both experiences and merge them into one path." He worked in the product management department to update the fact sheets for U.S.-based products and audited each product's web page on IDC.com to be sure the analysts credited for each product is current.

HR Project Specialist **Cathy Kelly**, who has coordinated the program for the past two years, creates opportunities for students to gain insight into IDC and career development outside of their day-to-day tasks. There were five one-hour Lunch & Learn sessions, three with IDC analysts, one with HR business partners and another on working with clients. Interns attended an all-IDC company meeting, the annual summer fest, and had a chance to socialize with each other and their ambassadors — an IDC colleague outside of their work group — at an ice cream social and several friendly competitions.

Taylor Galland, a senior at Trinity University in Hartford, Conn., got a broad understand of IDC last summer interning in product management and sought an analyst role this year to look more closely at a niche market. Working with Program VP/ Software Research **Mary Wardley**, she created a Workforce Optimization Taxonomy, updated and contributed research to several MarketScapes and FutureScapes, building a market share spreadsheet and participated in analyst meetings, vendor briefings and client calls.

The many networking opportunities available at IDC were an important part of the summer, Galland added. "I was able to have lunch with colleagues to get some insight into my impending job search, career advice and what their day-to-day looks like. IDC employees have been in almost every industry, so if you know you're interested in IT market research, that's fine, but if you aren't positive there will be someone at the company who can speak to any number of your career interests."

Interns and their ambassadors — employees outside their workgroup who helped them navigate life at IDC — enjoyed some downtime during social activities like the "Minute to Win It" competition.

*In San Mateo, Calif., Research Manager **Nina Turner** (left) supervised **Megy Appalaraju**'s contributions to semiconductor market research.*

Wardley reflected on her days as a co-op student at Northeastern University and how she appreciated the colleagues who gave her the benefit of their experience. As an IDC mentor for three years, she values the role of helping students gain insight into work environments.

"One of Taylor's outputs on our project has been developing a market architecture for a particular area of study," she said. "Through her research she worked through several iterations of the conceptualization for the market before hitting the final version. That is what being an analyst is about: learning and distilling to the point that you can create such a representation. I consider that a real achievement for her summer's work."

"The interns' enthusiasm as they approach their projects is refreshing," said IDC Health Insights Research VP **Lynne Dunbrack**, a fifth-year mentor. "They are willing to embrace the use of collaborative technologies and have taught us a few things as we work together using Microsoft Teams and Sharepoint."

Her intern, **Emma Schiller**, worked with two analysts on their MarketScapes, developed graphs for several different research reports, identified use cases for digital transformation in healthcare and blockchain across multiple industries, and played a key role in helping develop a report on the five mysteries of digital transformation in healthcare.

The internship "has exceeded my expectations," said Schiller, a senior at Bates College majoring in economics with a concentration in health. "Compared to my past internship experiences at other companies, I never once felt as if I was doing meaningless tasks, but that I was doing the work of an analyst and was adding valuable content to the projects that I was working on."

In San Mateo, Calif., **Megy Appalaraju** teamed with Research Manager **Nina Turner** to merge two models that forecast the semiconductor market and researched and wrote reports about technology trends that will affect that market. "As an economics

continued on page 5

continued from page 4

Interns

major at Northwestern University, I've been studying about market trends and how key firms and macroeconomic events can affect markets," she said. "This summer I could apply that theoretical information to the real world and to a specific industry. It's also a great opportunity to be working directly with IDC analysts."

All the interns were unanimous in saying they would recommend the internship program to a friend. "It's a great experience in terms of the people you meet and the actual work you do," Appalaraju said. "The program is not just about how an intern can help provide assistance to a project, but also how IDC can provide a positive learning experience and career-building opportunity back to the intern."

Cathy Kelley noted the program has succeeded thanks to the commitment of the managers to provide relevant and interesting projects, hands-on coaching, and full integration of the interns into their respective teams. "We've been able to give interns the real-life skills they need to be successful in tech market research, and IDC is able to build a pipeline of future talent," she said. "Over the past several years, nine interns have continued their employment at IDC as full-time, part-time and temporary employees, providing a much-needed source of talent for entry-level positions as well as project-based work. Plus, it is fantastic to see the energy, enthusiasm, fresh ideas and perspective the interns bring with them, which enriches the entire organization."

For more information contact Cathy Kelly. ■

continued from page 3

One on one

papers and videos. We recently completed a six-part series, "Building Digital Excellence," that had a great response. Throughout the series, we provide more actionable how-to information to our audience, highlight new areas of IDC investment and provide more qualification opportunities for sales.

Q What's involved in the upcoming Global Research Advisory Council customer meeting? Are there new initiatives planned?

A This annual meeting is an invitation-only client event where IDC updates key clients on IDC's research investments and plans for the upcoming year, gains customer feedback into how IDC can better serve client needs and provides an opportunity for clients to meet with IDC research leaders and share practices with their peers. It will take place in October on both the east and west coasts. In the planning phase for this year's events, we decided to add a new type of session that we are calling the Interactive Innovation Brainstorm. In an engaging format led by **Crawford Del Prete** and **Frank Gens**, the session will gather customer input on evolving research needs and emerging topics of interest, as well as new types of data and intelligence gathering for the future. We have planned to broaden our invitee base to include more emerging companies, with whom we want to deepen relationships, and of course increase IDC spend as they grow.

Q Why did IDC roll out a revised logo and brand style guide? What's next?

A Over the past year, the core Brand theme team, including a new creative director, **Luis Ruvalcaba**, has been working towards building and facilitating greater brand consistency globally, and collaborating on this goal within the marketing, event and design teams, to deliver a consistent visual brand experience no matter the geography. In July, we added to these efforts by rolling out a refreshed company logo. With the IDG sale complete, it was an opportune time to expand and strengthen our Brand efforts in promoting a cohesive brand through all employees globally. The former logo had a Web 1.0 feel so a goal was to modernize the look, but still retain the rich history and legacy of the logo, and not change it too much. The refreshed logo integrates the tagline to maintain a clear distinction in the market. We complemented the logo rollout with supporting tools including a refreshed IDC PowerPoint template and new IDC Brand Style Guide, which contains guidance on font, color palette, iconography and imagery. We had a worldwide marketing meeting to further support and facilitate usage of the new brand assets. Next, we are planning many follow-up activities and communications to support the transition, including a Design Council meeting focused on events, and more communication and support focused on analyst presentations. ■

IDC
ANALYZE THE FUTURE

IDC | ANALYZE THE FUTURE

IDC recently introduced two new logo (above) to provide flexibility depending on the communication medium. The tagline is integrated to maintain distinction in the market and cannot be removed. IDC's old logo is below.

IDC
Analyze the Future

continued from page 1

Affiliate

us with a small commission.

When you consider that we have millions of readers every month, those small commissions can quickly add up to thousands of dollars.

Cookies also mean that many stores will commission us for other items purchased in the same basket, and sometimes cookies can be stored in a reader's browser history for up to 30 days. This means that even if they buy something from the store weeks later, we will still get some commission for the sale.

We have affiliate relationships with thousands of online stores, so as long as our writers are adding links into their articles to direct a reader to the place they can buy the product they're describing, the chances are it's going to be an affiliate link that we can earn money from.

Our development team has come up with a behind-the-scenes tool that makes sure links are tracked automatically without the writers having to think about it. And to keep our editorial integrity, we refuse to accept a higher commission rate from a retailer in exchange for more prominent links.

Q How is it going?

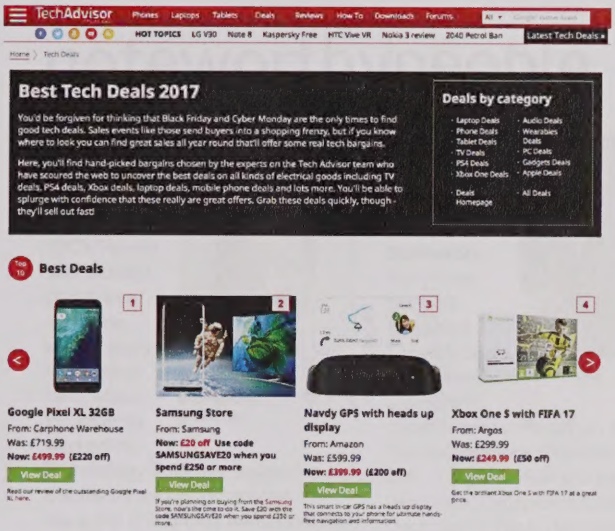
A We've been putting resources behind creating content designed to generate affiliate revenue for more than two years. The team began with one person working on the project for one day a week but quickly became a team of three full-time writers.

In June 2015, we were making about $5,000 per month from affiliate links, but in December 2016 we achieved a record high of just over $200,000 and have continued to achieve around $150,000 per month since. We're excited to see what the holiday quarter has in store for us in 2017.

Q What kinds of content works best?

A There are various types of content that we've found works best for generating affiliate revenue.

The most successful are our "Best" round-ups. These are made up of in-depth buying advice that helps our readers understand the different types of product in a category like laptops or tablets, or smaller items like power banks. Software such as antivirus is particularly successful, too. That buying advice is accompanied by our pick of 10 of the best products in that category, which offer links that the reader can follow directly to the relevant product on a retailer's online store.



Best Tech Deals 2017

You'd be forgiven for thinking that Black Friday and Cyber Monday are the only times to find good tech deals. Sales events like those send buyers into a shopping frenzy, but if you know where to look you can find great sales all year round that'll offer some real tech bargains.

Here, you'll find hand-picked bargains chosen by the experts on the Tech Advisor team who have scoured the web to uncover the best deals on all kinds of electrical goods including TV deals, PS4 deals, Xbox deals, laptop deals, mobile phone deals and lots more. You'll be able to splurge with confidence that these really are great offers. Grab these deals quickly, though - they'll sell out fast!

Deals by category

- Laptop Deals
- Phone Deals
- Tablet Deals
- TV Deals
- PS4 Deals
- Xbox One Deals
- Deals Homepage
- Audio Deals
- Wearables Deals
- PC Deals
- Gadgets Deals
- Apple Deals
- All Deals

Best Deals

1 **Google Pixel XL 32GB**
From: Carphone Warehouse
Was: £719.99
Now: £499.99 (£220 off)
Read our review of the outstanding Google Pixel XL here.

2 **Samsung Store**
From: Samsung
Now: £20 off Use code SAMSUNGSAVE20 when you spend £250 or more
If you're planning on buying from the Samsung Store, now's the time to do it. Save £20 with the code SAMSUNGSAVE20 when you spend £250 or more.

3 **Navdy GPS with heads up display**
From: Amazon
Was: £599.99
Now: £399.99 (£200 off)
This smart in-car GPS has a heads up display that connects to your phone for ultimate hands-free navigation and information.

4 **Xbox One S with FIFA 17**
From: Argos
Was: £299.99
Now: £249.99 (£50 off)
Get the brilliant Xbox One S with FIFA 17 at a great price.

"Best deals" articles have been notable revenue-drivers, espcially those related to broadband and SIM-only deals.

We also see affiliate success from reviews, which offer a "Best Prices Today" comparison tablet at the top and bottom in addition to links included by our writers within the article itself.

We have articles dedicated to the best deals, too. Particularly successful are our broadband and SIM-only deals articles. In addition, we've created a deals section of the website that is designed specifically for high conversion. Right now, the challenge with these pages is their position in Google, which we are trying to conquer with better SEO and more exposure on the home page, sidebar and through our social channels. But the conversion once readers are on these pages is extremely high. That deals section is also is used to generate a weekly deals newsletter.

> "In December 2016 we achieved a record high of just over $200,000 and have continued to achieve around $150,000 per month since."
>
> *Ashleigh Macro*

Some of our most successful articles are not necessarily articles you'd expect to be considered affiliate articles. How-to's that offer a software-based solution are the most successful, for example.

If the reader needs to learn something and finds that they can buy an app or service that will allow them to do that immediately, we've found that they are very likely to do so.

That's how we make money from affiliate links, in a nutshell. It certainly looks like affiliate is set to play a huge part in the publishing industry's future. There is still lots to explore, plenty to improve and so much we need to learn, but we're off to a good start for sure.

Contact Ashleigh Macro. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34
Mary Fanning *IDG*
Kim Pennett *IDG*

29
Nancy Sheehan *IDG*

28
Brad Christenson *IDC*
Simon Salamon *IDC*

26
Nancy Newkirk *IDG*

22
Gemma Dietrich *IDC*

21
Michael Cousins *IDC*
Sandra Ng *IDC Singapore*

19
Christina Kearney *IDC*
Amy Konary *IDC*
Luis Ibarra *IDG*

18
Cushing Anderson *IDC*
Jim Hutson *IDG*
John O'Malley *IDG*
Laurie Butson *IDG*

17
Markus Pilzweger *IDG Germany*
Filomena Cherta *IDC*

16
Leslie Short *IDC*
Robert Weber *IDC*

15
Michael Shirer *IDC*

14
Atsushi Ohno *IDC Japan*

13
Amita Potnis *IDC*

12
Elizabeth Conner *IDC*
Laura Dubois *IDC*
Lynne Dunbrack *IDC*
Kathleen Hobin *IDG*

11
Marcus Jerräng *IDG Sweden*
Rini Bergström *IDG Sweden*
Ryan Reith *IDC*
Shannon Roche *IDC*
Heather Levinson *IDC*
Francis Dunne *IDC*
Bethany Whiffin *IDG*
Judy Brown *IDG*
Wayne Yii *IDG*

10
Takashi Manabe *IDC Japan*
Pankaj Chawla *IDC CCR*
Annabel Hsu *IDC Taiwan*

9
Sughand Tolani *IDC MEA*

8
Dayna Klein *IDG*
Archana Sharma *IDC CCR*

7
Charles Stevenson *IDG U.K.*
Rosalind Craven *IDC U.K.*
Thomas Murphy *IDG*
Fiona Wu *IDC China*
Jess Lim *IDC Malaysia*
Abdul Kareem *IDC CCR*

6
Michelle Yang *IDG Korea*
Edward Qualtrough *IDG U.K.*
Suzanne Schubert *IDG Germany*
Susanna Lau *IDC Singapore*
Mohit Dang *IDC CCR*

5
Jon Phillips *IDG*
Amy Jones *IDG*
Linda Lin *IDC China*
Michael Yeo *IDC Singapore*
Rajmani Naidu *IDC CCR*

4
Mina Nedeva *IDG Connect*
Patrizia Giunta *IDC Italy*
Chiara Rapp *IDC Italy*
Charlotte Pearson *IDC U.K.*
Daniel Goncalves *IDC U.K.*
Tracy Ortiz *IDG*
Sharon Florentine *IDG*
Mervin Miemoukanda *IDC South Africa*
Bo Wang *IDC China*

3
Mauricio Rojas *IDC Chile*
Janice Worsfold *IDC U.K.*
Elodie Labbe *IDC France*
Marguerite Kerr *IDC*
Ewa Lis-Jezak *IDC Poland*
Uzair Mujtaba *IDC Saudi Arabia*
Huaikuo Yang *IDC China*

2
Ryan Ji *IDG Korea*
Cristian Barany *IT World Canada*
Lorenzo Veronesi *IDC U.K.*
Marco Di Matteo *IDC Italy*
Miguel Angel Farmawi *IDC Spain*
Robert Ayoub *IDC*
Scott Peabody *IDC*
Martha Vazquez *IDC*
John Bywaters *IDC*
Lillian Leong *IDC*
Natalie Perkins *IDG*
Fahmida Rashid *IDG*
Christopher Hebert *IDG*
Zizi Mohamed *IDC North Africa*
Bilal Javed *IDC Australia*
Jaideep Thyagarajan *IDC Australia*
Jerry Xie *IDC China*
Baby Kilari *IDC CCR*
Ariun Vishwanathan *IDC CCR*
Fahad Khan *IDC Singapore*

1
Chris Whitehouse *IDG Connect*
Emelie Måtensson *IDG Sweden*
Michelle Yang *IDG Korea*
Eleanor Pratt *IDG U.K.*
Lynn Mooney *IDG U.K.*
Ina Reiter *IDG Germany*
Janice Thomas *IDC*
Derek Hopkins *IDG*
Vera Hrabetova *IDC CEMA*
Andrei Kovyeahin *IDC CEMA*
Tomas Tuma *IDC CEMA*
Yanxia Lu *IDC China*
Sophie Pan *IDC China*
Ashutosh Bisht *IDC CCR*
Jefferson Roy Hybe King *IDC New Zealand*

noteworthypeople

New employees

PETER SHORT
Medvitz

Sanjay Medvitz has joined IDC's Servers and Storage group as a senior research analyst in Framingham, Mass. He recently worked for Technology Business Research as a software and cloud analyst. He has a B.S in business administration with a major in management from Merrimack College in North Andover, Mass., and has an MBA with a focus on entrepreneurship from the University of New Hampshire. In his free time Sanjay enjoys playing golf and soccer and going to live music shows. smedvitz@idc.com

PETER SHORT
Robitaille

Most recently an account executive at TechTarget, **Jack Robitaille** now holds the same title for IDC's sector team in Framingham, Mass. He has a B.S. in regional development with a minor in business administration from the University of Arizona. Jack enjoys working out and and is very happy to be back on the basketball court after seven years of dealing with two separate ACL knee injuries. jrobitaille@idc.com

Boehmcke

Program Production & Engagement Coordinator **Gretchen Boehmcke** has joined the CIO Executive Council. She was formerly a program coordinator for Paradigm Medical Communications. Gretchen has a B.A. in organization and management from Gettysburg College in Gettysburg, Penn. As a new resident of Greater Boston, she aims to become active in the women's and girls' lacrosse community, having spent the last 15 years as a player, official, coach and fan. gretchen_boehmcke@idg.com

Woodhead

Event Manager **Amy Woodhead** has signed on with IDG Australia, having held the same position with the Australian Technology Park. She earned an event management degree at the International College of Management Sydney and has a fashion business diploma from FBI Fashion College. An elite gymnast for many years, Amy founded styleXpose, an online and fashion events company and platform from which young upcoming Australian designers can showcase and sell their collections. amy_woodhead@idg.com.au

unsunghero

Jely Gonzalez

Conference Specialist

IDC Middle East & Africa

*IDC Middle East & Africa Senior Conference Manager **Sughand Tolani** named Conference Specialist **Jely Gonzalez** her team's Unsung Hero. "Ever since Jely joined the conference team she has been a very consistent contributor. She has built very good relations with the end-user community across GCC countries and also among the teams within IDC Middle East. Jely is a go-to person for any support that's needed, a multi-tasker, and always willing to give that extra hand to the team."*

My hometown
Dinalupihan Bataan, Philippines

Joined IDC
April 14, 2008

Primary job responsibilities
I am mainly involved with attendee acquisition, focusing on the quality and quantity of attendees as specified by the clients, and providing reports on the number and structure of the registrations depending on client objectives. I also provide any country-related event task assistance consistant with all the administrations and logistics required.

What I love most about my job
I enjoy working with a great team and the constant challenge of knowing I need to get the right delegates for each project.

An hot-button issue that I'm dealing with
Database management. Maintaining the database is a challenge, as I need to increase the database by 40% every year in order to generate better leads at every event.

Latest accomplishment
Recently successfully delivered the IT Forum Qatar, and I'm continuing to help with all our events across the region.

Career highlight(s)
Leading attendee acquisition for IT Security Roadshow in Qatar; the 200 attendees there was more than the client's requirement. Back to back travels in April to June for the Francophone Summit, Egypt Summit, Qatar IT Forum and East Africa CIO Summit.

*Conference Specialist **Jely Gonzalez** is based at IDC MEA's Dubai, UAE office.*

What I'm doing to be a better employee
Being open to learning new skills and taking on the responsibility for the set of goals in front of me and meet them on time.

Outside interests
Spending my time with my family, traveling and sightseeing.

What others can't tell just by looking at me
I can speak basic Mandarin, and I am a noodle lover, too.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in the Unsung Hero feature? Send your suggestions to IDG World Update.

Click here to read about recent honorees on IDG Central.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editor
Patricia Smith 508-766-5381
patricia_smith@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

The next issue of IDG World Update will be early September.

Question of the week results

What kind of operating system do you use?

69% Windows
19% Mac
12% Chrome

Vote on the new question at www.idgcentral.com:

How many bumper/ window stickers do you have on your car?

IDG World Update

EMPLOYEE NEWS AND INFORMATION

7 AUGUST 2017 | VOLUME 47, NUMBER 32 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2,4* | ANNIVERSARIES - *page 6* | COMMUNITY - *page 7*

IDG Australia launches CMO Momentum conference

Last month's event in Sydney, which drew some 120 marketing, customer and digital experts, aimed to help them understand their changing role in corporate leadership.

SEE MORE ON PAGE 4

Also inside

IDG CSMB journalists meet for onsite offsite

IDG News Service introduces new image rights and guidelines

One on one: IDG VP/Engineering Thomas Alexander

IDC Canada organizes potluck meal that reflects diversity of its Toronto-based staff.

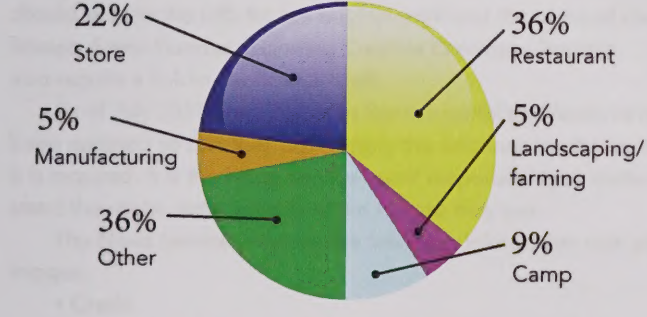
SEE MORE ON PAGE 7

Video: IDG President Brett Bing Liu spoke to employees in Framingham, Mass., last month.

SEE MORE ON IDG CENTRAL

Question of the week results

In what kind of business did you earn your first paycheck?



Log on to www.idgcentral.com to vote on this week's question:

Which operating system do you use?

CLICK HERE

Enter the 2018 photo calendar contest

2017
Employee Calendar
IDG

Calling all IDG/IDC photographers! Enter your two best shots in IDG's 34th Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 15, 2017. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

IDG CSMB journalists convene in San Francisco

Saving money on airfares and hotels, IDG CSMB's editorial team held an onsite offsite meeting last month in its San Francisco office.

IDG U.K. and U.S. Publishing Director **Simon Jary** and IDG U.K. and U.S. Editorial Director **Matt Egan** spent two days with the group to discuss strategies and tactics shaping IDG's editorial direction.

The agenda included sessions on brainstorming story and video ideas, a data tools demonstration, an SEO exercise and discussions on social-media strategy, improving methods of internal communications, events coverage and video efforts.

Write to Matt Egan and Simon Jary. ■

IDG WORLD UPDATE

*Among those attending IDG CSMB's meeting were (l-r): IDG U.K. and U.S. Publishing Director **Simon Jary**, PC World Senior Editor **Mark Hachman**, CSMB Design Director **Rob Schultz**, IDG U.K. and U.S. Editorial Director **Matt Egan**, Macworld Executive Editor **Roman Loyola**; CSMB Editor-in-chief **Jon Phillips**, CSMB Staff Writer **Michael Simon**, CSMB Associate Managing Editor **Leah Yamshon**, TechHive Executive Editor **Michael Brown** (behind Yamshon), CSMB Video Director and Photographer **Adam Patrick Murray**, CSMB Managing Editor **Katherine Stevenson**, PC World Executive Editor **Melissa Riofrio**, PC World Senior Editor **Brad Chacos**, PC World Executive Editor **Gordon Mah Ung** and CSMB Video Director and Editor **Daniel Masaoka**.*

IDG News Service introduces new image rights and guidelines

The IDG News Service now supports detailed image attribution data, clearing the way for syndication of more photos and graphics.

All images should include attribution. Images acquired from third parties must have attribution. In some cases this attribution should include the URL for the original work and the name of the license. Some licenses, including Creative Commons licenses, also require a link to the license itself.

As of July 2017, the IDG News Service portal and feeds have been updated so that they now supply this information whenever it is required. It is the News Service users' responsibility to understand the usage requirements of the images they use.

The News Service provides the following information with all images:

- Credit
- Credit URL (if applicable)
- License name/licensing entity
- License URL (if applicable)

This data is included with images wherever they appear — on the IDGNS portal (for example, on the Image Detail page) and in XML feeds. It is important to display this data with images wherever they are used. Failure to do so may result action in from the license holder. Click here for best practices related to Creative Commons images.

"By following these guidelines to sharing content via the IDG News Service, we can help ensure that benefits flow to both those who create content and their colleagues who re-use it," said IDGNS Editor-in-chief **Marc Ferranti**.

Click here for the full page of IDGNS Content Sharing Guidelines with the updated image usage guidelines.

Write to Marc Ferranti. ■

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Thomas Alexander *IDG U.S.*
Nadia Cameron *IDG Australia*
Andrea Loziuk *IDC Canada*
John O'Malley *IDG U.S.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

OneonOne

Thomas Alexander

VP/Engineering

IDG

IDG's VP/Engineering is this week's columnist. Reach him at thomas_alexander@idg.com.

> "Engineering in the U.S. is focusing on the central role of data within IDG and ensuring that our tech stack facilitates its collection, hygiene and monetization."

Q What is Engineering's role in the newly structured IDG Communications U.S.?

A There are really two additional areas of focus in the new structure. The first is around the primacy of data and the second is helping to increase overall, engineering capability.

Engineering in the U.S. is focusing on the central role of data within IDG and ensuring that our tech stack facilitates its collection, hygiene and monetization. Data in this case is on both the anonymous user data we track for users interacting with our content as well as very specific personally identifying information used in demand generation taken from registration, events and IDG Direct. With the advent of GDPR, we are working on a data strategy that not only gets a better handle on our data, but also ensures its collection and use are compliant with the new regulations in 2018. (GDPR is the Global Data Protection Regulation, a EU policy about data privacy and usage taking effect May 25, 2018. [IDG CEO] **Michael Friedenberg** talked about this concept in his latest Talk IDG video.) Currently, much of our U.S. data is spread across disparate systems. As we get our data in one, GDPR-compliant place, the more dots we can connect and the more valuable each bit of information becomes.

We are also working to improve overall engineering capability. Engineering works best when roles and expectations are clear, processes are transparent, priorities are consistent, roadmaps are articulated and single points of failure are eliminated. With the addition of the Pipeline Activator, International Publishing Services (IPS) and CIO Executive Council (CEC) tech teams, we are taking the initial steps to get them on board with our current best practices. In doing so, we are helping to ensure that we are using the finite resources we have on the most critical areas and reducing confusion along the way.

Q What is the Engineering's scope of work? How many systems does the group maintain?

A There are a couple of different ways to think about this. Our Director of WebOps **Konstantin Kondakov** tells me we have about 200 servers that we maintain. Some of them are exact replicas needed to support high volumes in Apollo, IDG's content management system (six app servers). Some servers have multiple applications running on them. We have four Amazon Accounts and one Digital Ocean Account. We recently inherited a collection of Drupal sites running on Pantheon, as well as some applications running on Lotus Domino. Where this gets interesting is when there is split ownership of a system: for example, some systems have an application owner outside of Engineering, Engineering owns the app, and the IDG Technical Services Group (TSG) owns the operating system and the server itself.

Q How does any of your group's work impact the average IDG U.S. employee's day-to-day tasks?

A My hope is that our work enables people to do their jobs with as little resistance as possible — and so if things are working correctly, in the day-to-day you are not aware of Engineering at all. That said, we in Engineering touch a lot of systems that the broader IDG use. We are responsible for systems that support, in whole or in part, IDG Editorial, the Data Group, Demand Gen, CEC, Events, IPS and Strategic Marketing Services.

For some folks, particularly editorial, Engineering's role is very clear. Editorial develops content in the CMS, and they see their content make it out to the real world. In some areas the connection is still strong but less visible. For example, we stuff our data management platform with data which is sent to DoubleClick for Publishers (our display Ad Serving platform), and Ad Operations takes it from there. With email, it is a little more complicated in that we present and ingest data from our web forms, marry that with other data in a system called CI and then send email lists off to Sailthru for editorial content or Lyris for demand gen. Sailthru is a third party, and Lyris is managed by TSG. All this to say, it is complicated.

Ideally we are spending as much or more time on adding strategic product value or keeping our stack current. The reality is that software just breaks because it is part of a larger ecosystem. The metaphor that I use is one must swim (sometimes hard) to stay in the same place in a river. A prime example: Salesforce just updated its API. This update caused a number of changes in many of our applications — some big, some small. A small change by a third party can cause cascading changes on our servers.

continued on page 6

CMO Momentum seeks to help marketers understand their changing roles, customers

One hundred and twenty Australian CMOs, marketing, customer and digital experts attended the inaugural CMO Momentum last month to share their experiences on what it takes to be a modern marketing leader. The reasons behind the one-day event in Sydney, produced by IDG Australia's CMO Australia, were two-fold, prompted by both editorial and commercial reasons.

*CMO Australia Publisher **Nadia Cameron** (left) emceed the publication's inaugural CMO Momentum in event in Sydney last month.*

"Content- and engagement-wise, the CMO brand needed a larger, physical forum for our wider audience to come together," said CMO Publisher and Editor **Nadia Cameron**. "A day-long conference gave us the ability to tackle real challenges our audiences are facing in an in-depth way, as well as take them out of the day-to-day and inspire them with a mix of experts, marketing champions and leadership speakers."

CMO Momentum's first mission, Cameron said, was to help existing and aspiring marketing leaders understand their changing role in corporate leadership and as custodians of an increasingly expectant, connected customer. The second was to help marketers navigate and use a growing array of digital, technology and data capabilities. "It's these two pillars of our brand strategy that informed the CMO Momentum event, from the agenda to the types of interactions on offer," she said.

Revenue diversification

The event also diversified CMO's revenue stream. According to Cameron, an annual conference offered a range of sponsorship packages that would appeal not only to larger players in the local vendor and agency/consulting market but also to smaller players looking to connect with CMO's audience. "We could offer a diverse range of ways to engage on the day, such as sponsoring and participating in an executive networking table (ENT), being a Diamond sponsor with a 10-minute speaking slot on the main stage or sponsoring and emceeing one of our concurrent streams and having a customer speak on the day."

CMO Momentum attendees paid either A$395 (US$313) for the early-bird rate or A$495 for the full rate (US$392). "That's a big deal for IDG Australia," Cameron said. "We don't have many events that are paid for by attendees. We raised enough from ticket sales in our first year to cover one top-line sponsorship and diversified our revenue stream in doing so."

Cameron created the event's agenda, one that "encompassed several key pillars of modern marketing leadership," she said. "Most importantly, we wanted to provide a diversity of speakers, diversity of thought being a popular mantra for marketing leaders in this country.

CMO Momentum
Focused on leading & sustaining the modern marketing function
CMO

"Given how crowded the Australian marketing events calendar is, we were keen to make sure we differentiated CMO Momentum as a client-side marketing leader's event with a program that reflected the key challenges they're facing," Cameron continued. "We did that through our editorial approach and dedication to servicing the brand marketing leader. So many Australian marketing events are open to the whole marketing space, including agencies and consultants, any job title; we weren't." Conference at-

continued on page 5

continued from page 4

CMO Momentum

CMO Momentum attendees were offered eight topics for the rotating executive networking tables.

tendance was limited to CMOs and heads of marketing, marketing directors, general managers of marketing, digital marketing managers and their direct reports.

According to Cameron, what made CMO Momentum different was a clear, targeted leadership content focus; a mix of speakers outside and around the marketing function; an emphasis on the 'client-side' marketer, i.e., marketers working directly for brands; and the opportunity to interact through the ENTs. "It meant we were going to always have a smaller event, but it also meant it was going to be relevant specifically for the audience we serve," Cameron said.

The agenda included speakers from a diverse range of industries, including two international speakers who were exclusive to the CMO Australia event and hadn't spoken in Australia before.

> "We raised enough from ticket sales in our first year to cover one top-line sponsorship and diversified our revenue stream in doing so."
>
> *Nadia Cameron*

The ENT part of the program consisted of delegates participating in three 30-minute roundtable conversations moderated by the CMO editorial team, along with several of speakers and editorial partners. "We offered eight table topics, based around different pillars of modern marketing leadership, and delegates got to choose in order of preference what table topics they wanted to participate in," Cameron said. "We were supposed to have seven or eight people per table each time, but there were some topics that proved so popular, we had a double table at one point. People said they enjoyed the opportunity to talk to a range of their peers in a more interactive way. It also meant we had a really lovely mix of formal presentation and intimate discussion in the mix."

Cameron said event could not have happened without the help of "can-do" IDG Enterprise Event Manager **Sarah Ieroianni**; IDG Enterprise President **Barbara Simon**'s "wealth of knowledge and support;" CMO Associate Editor **Jennifer O'Brien** and CMO Senior Journalist **Azadeh Willians** for facilitating panels and hosting ENTs; IDG Enterprise Account Directors **Rebecca Cohen**, **Karen Krieger**, **Abigail Swabey**; IDG Australia Services and Marketing Manager **Hannah Richardson**; IDG Australia IT Director **Andrew Glassock** and the IDG Australia development team of **Andrew Widjaja**, **Phani Ganti** and **Hanwei Lee**.

"It was a great day, which has given me much to think about," said Sharon Adler, Bupa loyalty campaign manager, marketing.

For more information contact Nadia Cameron. ■

Pre-launch considerations

CMO Publisher and Editor **Nadia Cameron** offered these five tips for launching events:

- Differentiate and diversify on speakers — you don't want to have the same people appearing on your agenda as your competitors'.
- Have a clear narrative in terms of your agenda for the day and stick to your brand mission.
- Having an interactive session like executive networking tables is a great way for delegates to have more informal, engagement time and breaks up the program.
- Manage sponsor participation in the agenda wisely.
- Secure a sponsored coffee cart with real coffee.

Tech & Marketing News from IDG

IDG Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. To get on the mailing list, sign up here. Recent selections include:

Digital Transformation Projects Rank High in Importance to Marketing Leaders (eMarketer)

Advertisers Need to Stop Chasing Engagement and Get Back to Focusing on Awareness (AdWeek)

The Impact of GDPR on Marketing Technology and Cybersecurity (Marketing Land)

noteworthypeople

New employees

PETER SHORT

Riani

Maggie Riani joins **IDC Framingham** as a client relationship manager, coming from Mood Media where she was a lead account management specialist. She holds a degree in business management from Anna Maria College in Paxton, Mass. Away from the office she has been involved with the Cub Scoits for the last decade and is a Cub Master for 40-plus boys in her town. She is also a member of Minuteman Dart League and the Fraternal Order of the Eagles, which does charity work in local communities. She recently established a charity in her father's honor to inform and support people about male cancers. mriani@idc.com

IDG Global Solutions U.K. has hired **Zala Vegnuti** as a program coordinator. Previously a PR assistant with the travel public relations and marketing agency McCluskey International, she holds a B.S. in animal science from Slovenia's University of Ljubljana. In her free time she enjoys volleyball, travel and learning new languages (she currently speaks Slovenian, Serbian, Croatian, German and English). zala_vegnuti@idg.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Keith Kmetz *IDC*

21
Brian Kukowski *IDG U.S.*
Andrea D'Amato *IDG U.S.*

19
Alain Petrissans *IDC France*

18
Hoang Nguyen *IDC*

16
Keith Gaffney *IDC Ireland*

15
Edgar Fierro *IDC Mexico*

10
Fredrik Roos *IDG Sweden*

9
Matthew Smith *IDG Connect*

8
Jun Fwu Chin *IDC Malaysia*
Jeffrey Gallagher *IDG U.S.*
Kathryn Cave *IDG Connect*

7
Joseph Villaranda *IDC Philippines*

6
Gail Fulciniti *IDC*
Fabio Oliveira *IDC Brazil*

5
Byron Connolly *IDG Australia*
Priscilla Heng *IDC Singapore*
Martin Kylberger *IDC CEMA*
Leslie Santiago *IDC*

4
Nabila Popal *IDC Middle East, Africa*
Sara Nur *IDC Saudi Arabia*
Nadia Doroshenko *IDC Ukraine*
Pedro Silva *IDC*
Shigehiro Fujimura *IDC Japan*
Justin Ellis *IDG Global Solutions*

3
Yash Dogra *IDC Middle East, Africa*
Lee Goulet *IDG U.S.*
Suya Xiong *IDC*

2
Darren Wong *IDC Malaysia*
Jean Ho *IDC Singapore*
Konstantine Kondakov *IDG U.S.*
Sheila McNamara *IDG U.S.*

1
Maninder Singh *IDC India CCR*
Louise Rubio *IDC Philippines*
Lauren Petrocci *IDG U.S.*
Allison Correia *IDC*
Francisco Flores *IDC*
Maureen Kelledy *IDC*
Nabil Fiqhi *IDC Benelux*
Johnny Cederlund *IDC Sweden*
Michael Jordan Ceroici *IDC Germany*
Kazuko Ichikawa *IDC Japan*
Tomas Dahl *IDG Sweden*

One on one

continued from page 3

Q How do you collaborate with other groups within IDG U.S.?

A At the networking level it is really quite interesting. TSG's **Bob Gleason** and **Glen Mosesso** and their team are really our partners in the trenches when it comes to all of the networking and DNS changes. Just as with Engineering, TSG has inherited a number of disparate systems that we are both dependent on, and much of the network "plumbing" is a team effort. They also manage any Windows server that runs an otherwise "Engineering-owned" app since they are the experts there.

For all external stakeholder communication and prioritization, I believe it is essential for both inbound and outbound communication to go through a product manager (PM) or some single person functioning in that role. It is essential to have a single voice that speaks to prioritization short- and long-term. Any resource discussion — people and systems — absent a roadmap isn't terribly meaningful. You have to know where you want to go and how soon you need to get there to know if you need roller skates or a rocket. We are in the process of replicating the PM process that has and continues to work well with Apollo to all of the applications we manage.

Q Mike Friedenberg has said one of IDG's goals is "globalizing and standardizing our technology stack." Can you elaborate?

A For us in the U.S. that first means removing duplication, finding the best of breed and standardizing on it. We have many duplicate systems, and in the spirit of looking inward before outward, we have redundancy to address. We are focusing first and foremost on registration and email deployment — choosing the strongest path forward on these to both enable GDPR compliance and trim costs/overhead. We are also thinking about the barriers to increased adoption of Apollo across the world and how to mitigate those. From the data perspective, and certainly through the lens of GDPR, we are looking for solutions that could work across the globe.

Q You were in Germany recently to kick off a project. What does that involve?

A In mid-July, IDG Engineering/Data CEO **John O'Malley**, Web Development Manager **Kate Davis** and I went to IDG Germany to assess the feasibility of shared collaboration toward a data platform. It is not just a case of many hands make light(er) work. Germany has been living with rules very close to the stringency of GDPR since 2009 and are truly expert in this area and will help ensure the platform is built in a GDPR-compliant way. This GDPR awareness, in tandem with the benefit of two teams ensuring their interests are maintained, will help ensure the beginnings of the project are structurally sound and more likely to serve the broader IDG. ■

IDC Canada organizes potluck meal that reflects huge diversity of staff

IDC Canada colleagues came together recently to welcome the arrival of summer with a multicultural feast that reflected the diverse backgrounds of its 70-plus employees. The brainchild of IDC Canada IDC SVP, Worldwide Custom Solutions **Vito Mabrucco**, the menu included: Hungarian meatballs, cabbage rolls, Austrian goulash, empanadas, Italian sandwiches, Spanish tortillas, Vietnamese spring rolls, spicy meat kebabs, Estonian potato and beet salad and much more, all provided by IDC Canada team members.

"The idea for this event came to me a few years ago, when I was reflecting on how diverse our team here at IDC Canada is," Mabrucco said. "I think it is a good reflection on IDC to have a work force that represents the community, and in Toronto we are one of the most multicultural cities in the world. It makes for a very interesting office because of the mix of cultures and ideas all collaborating so effortlessly. I think it is something that we at IDC Canada are and should be proud of."

Toronto is Canada's largest city with more than 230 ethnic groups represented and more than 140 languages and dialects spoken. According to the 2011 census, just over 30 percent of Toronto residents speak a language other than English or French at home.

IDC Canada's social committee plans a number of events throughout the year to encourage internal engagement and collaboration among staff, including a summer staff event, annual holiday celebration, quarterly staff social gatherings, wine tastings and a chili cook-off contest organized as part of their annual United Way fundraising campaign.

"When we see this kind of contribution and effort to share with others you work with and to learn about others, it helps us feel better about where we work. And it is always more fun to come to work when you know your co-workers a little better," Mabrucco said.

For more information, contact Andrea Loziuk. ■

IDC
Celebrating 30 years
Serving Canadian ICT Leaders

(L-R): Durga Makhija, Devanshi Patel, Amandeep Kaur, Asmita Sapkota and Mashid Ebadi.

Some colleagues shared the stories behind their culinary contributions.

(L-R): Andrea Loziuk, Brendan Rouse, Evan Hardie and Tarun Bhasin.

There were options to appeal to all palates.

Eduardo Caceres

IDG World Update

EMPLOYEE NEWS AND INFORMATION

31 JULY 2017 | VOLUME 47, NUMBER 31 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | FIRST JOBS - *page 4* | ANNIVERSARIES - *page 11* | UNSUNG HERO - *page 12*

IDG President Brett Bing Lui addresses employees in Framingham, Mass.

Brett Bing Lui, *president of IDG and director and VP at China Oceanwide, spoke to employees in Framingham, Mass., on Friday, July 28. Click here to watch the seven-minute video.*

Last week China Oceanwide and IDG Capital, which completed their purchase of IDG Communications and IDC in March, held the first IDG board of directors meeting since the close of the sale. Following the meeting, IDG President **Brett Bing Lui** addressed IDG employees at 492 Old Connecticut Path and IDC employees at 5 Speen St.

Lui noted that while there are many differences between China and the U.S., among them cultural, political and economic, with China opening up and becoming part of the world economy, both countries are becoming interdependent and indispensible to one another.

"This partnership between IDG and China Oceanwide is a microcosm of U.S./Sino collaboration," he said, noting similarities such as sharing the common goal of being highly respected global companies and each having very stable management teams. "IDG is a global leader in the IT sector, which has a huge potential for future growth. As a new entrant in this sector, China Oceanwide will be able to capitalize on the strong partnership with IDG and quickly catch up, furthering China Oceanwide's goals and optimizing its businesses and portfolios around the world.

"As we have always emphasized, IDG will continue to operate as an independent entity, and we will support and empower current management by providing financial and commercial resources that will drive IDG's growth and enable IDG to continue to provide better products for its global customers." ■

From the backroom to the boardroom

Pretzel seller. Lima bean harvester. Steeplejack. Mosquito killer. Tennis racquet stringer. Some two dozen IDG and IDC managers share the humble beginnings of their entries into the world of work.

JAMESON KIDDER

Enter the 2018 photo calendar contest

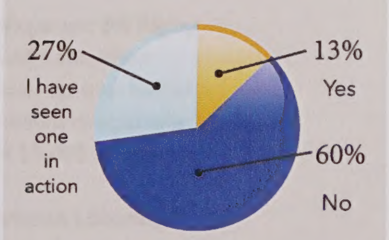
2017
Employee Calendar
IDG

Calling all IDG/IDC photographers! Enter your two best shots in IDG's 34th Annual Employee Photo Calendar Contest. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 15, 2017.

Question of the week results

Have you ever used a 3D printer?



Vote on this week's question at www.idgcentral.com

In what kind of business did you earn your first real paycheck?

Employees share tactics, tools on revenue opportunities from third-party sources, affiliates

(L-R): IDG U.K. Staff Writer ***Dominic Preston****; Ferdy Looijen, Reshift Media, Netherlands; IDG U.S. Business Development Manager* ***Bill Rigby****; IDG U.K. Engagement Manager* ***Ashleigh Macro****; IDG U.K. Managing Editor* ***Marie Black****; Nick van Leijden, Reshift Media, Netherlands; IDG Sweden Revenue Manager* ***Markus Ekberg****; IDG Germany Online Editor-in-Chief* ***Christian Löbering****; IDG U.K. and U.S. CSMB Publishing Director & General Manager* ***Simon Jary****; IDG Sweden Publishing Director* ***Jesper Landén****; IDG Germany Director of New Business* ***Ole Evers*** *and IDG Germany Business Development Manager* ***Moritz Kaiser****. Also attending but not pictured: IDG U.K. and U.S. Editorial Director* ***Matt Egan****; IDG U.K. Senior Staff Writer* ***Henry Burrell****; IDG U.K. Programmatic Platforms Manager* ***George Bouras****; IDG U.K. Head of UX* ***Neil Bennett****.*

The latest Third Party & Affiliate Strategic Development Center (SDC) meeting took place in London at the end of June, with attendees from the U.K., U.S., Germany, Sweden and the Netherlands.

The group meets periodically, under the direction of IDG U.K. and U.S. Publishing Director **Simon Jary**, to assess the strategies, performance and successes of local third-party initiatives and share ways to accelerate revenue growth. Third-party revenue is defined as new-model revenues from non-direct sales sources such as affiliate and digital network partnerships.

Of immediate interest was Google's latest algorithm update, which seems to have favored the German consumer sites but hit the U.K. Editors discussed strategies to grow traffic in the headwind of search fluctuation.

On the subject of revenue numbers. IDG Germany Director of Business Development **Ole Evers** talked through his group's third-party and programmatic revenue increases — overall up 48% for FY17 YTD, with some great successes: Native up 92%, AdSense up 62%, Open RTB up 130%.

The U.K.'s biggest gain was in eCommerce/Affiliate revenue, which was up 169% year-on-year and already over $1.25M YTD. U.K. Engagement Editor **Ashleigh Macro** discussed the best current and forthcoming e-commerce opportunities.

Affiliate opportunities were a key topic of discussion, especially with the rise of software as the biggest earning category. Recent ransomware attacks weren't good just for security-beat page views, but affiliate revenues on antivirus and other protective software were given an immediate boost. From a privacy (and streaming rule-bending) point of view the rise of Virtual Private Networks has seen huge affiliate revenue gains in the U.K., and U.S. features are picking up such revenues now as well.

IDG Germany discussed its Holiday Wish List affiliate raffle, which was a great success. There was a discussion of the strategies various business units planned to implement in conjunction with Amazon Prime Day on July 11, one of the year's major affiliate events. (More on Prime Day in a future World Update article.)

"The Holy Grail of third party is a way of determining the total value of a page, where all forms of revenue can be shown for each article," Jary said. "Armed with this knowledge we can pinpoint future content ideation for monetization, and even start buying in non-organic traffic."

The IDG Germany team discussed Outbrain's Automatic Yield as a Total Page Value tool, and it was decided to push development of a Domo tool to this end.

IDG U.S. Head of Business Development **Bill Rigby** talked through his successes in Push Affiliate, often through Deal Posts and email that make up over half of IDG's U.S. e-commerce revenues. A recent special rate on the Amazon Echo pushed sales of $5,000 in just one day.

IDG Germany Editor-in-chief **Christian Löbering** shared information on his business unit's Java-based content curation tool — Amazon Deal Cruncher — for affiliate events and lightning deals. (Read the World Update story here.)

He also discussed the use of Google YouTube for Publishers that allows direct sales in the player on You-

continued on page 11

OneonOne

Tom Mainelli

IDC

The program VP for Devices & AR/VR is this week's columnist. Reach him at tmainelli@idc.com.

> "Forward-looking companies know that augmented reality and virtual reality have the potential to dramatically change the way they do business."

Q Can you give us a basic definition of augmented reality (AR) and virtual reality (VR)?

A Virtual reality transports the user into a new reality by occluding — shutting off — their view of existing reality. As such, VR isn't the type of technology you can use walking down the street. AR is different in that instead of replacing your existing reality it adds new digital information to your actual reality. This can be done using a smartphone in your hand or head-worn glasses. Both technologies have big potential, but AR will impact the most people and businesses long term.

Q What are some of the more popular applications of these two technologies?

A At present, most consumers will experience VR to play games or experience 360-degree videos. But an increasing number of companies are utilizing VR for everything from retail experiences to training simulations. The most well-known, rudimentary use of AR was in the briefly very popular game Pokémon Go. It brought basic AR to smartphones. Apple has announced support for AR in iOS 11, so the capability will be coming to recent-generation iPhones and iPads soon. Beyond use on phones, head-worn products from companies such as Microsoft, ODG, and DAQRI are used primarily in enterprise setting for everything from service calls to design work, medical training to manufacturing. For example, a service person might utilize AR to bring up a schematic of a complex machine they're working on, but instead of a 2D drawing or image, AR allows them to see the schematic overlaid on top of the actual machine, complete with servicing instructions. And if they've got a question they need expert advice on, they could use the same AR hardware to contact headquarters, where a content-matter expert could walk them through a repair, illustrating steps the service person can see in AR.

Q How large are the AR/VR markets globally?

A The worldwide VR market is better developed. VR hardware shipments topped 9M units in 2016, and we expect that to grow to more than 67M units by 2021. AR head-mounted display shipments today are measured in the tens of thousands of units, but the market will start to ramp in the next two years, and by 2021 the worldwide shipments will reach close to 25M units. AR on existing smartphones, however, is about to explode. Companies such as PTC and Wikitude have long-offered software development kits for creating AR for use on smartphones. Google offers it in a limited number of Tango-enabled smartphones, and as I mentioned Apple will roll it out to hundreds of millions of devices with the launch of iOS 11 later this year.

Q How is IDC differentiating itself from other research firms looking at this segment?

A IDC began covering these markets at a very early stage as part of our Innovation Accelerators coverage. So we've had a Continuous Information Service covering in place for several years. More recently we've added a very comprehensive AR/VR tracker that covers historical hardware shipments and forecasts the markets at a very granular level. Finally, the team recently launched the third iteration of the AR/VR Spending Guide, which forecasts hardware, software and services revenue for the AR/VR markets across a wide range of industries and use cases. All told, we have a very robust set of services covering these important new markets.

Q What do IDC customers most want to know about these technologies?

A Forward-looking companies know that AR and VR have the potential to dramatically change the way they do business. Use cases in areas such as employee training, field-work communications, design and others are pretty straightforward, and the return on investment is clear. What many companies want to know is how these technologies will change businesses processes and how can they use them to stay ahead of the competition.

Q How do you see other industries besides gaming taking advantage of VR?

A We're already starting to see college and professional sporting events come to VR. For example, during the NBA season you could watch at least one game per week in VR. There is a great deal of infrastructure required to do this correctly, but over the course of the next year you can expect to see most of the major sports offering some games in VR. Other live events, such as concerts, are another prime opportunity. I do think you will start to see more advertisers drawn to VR as a way to differentiate their brands, but right now the challenge is getting the right hardware into enough consumers' hands to make it viable. In the meantime, people are likely to start experiencing VR in a wide range of settings, from retail to tourism, healthcare to job training. ■

From the backroom to the boardroom: employees share humble beginnings

Many countries celebrate Labor Day on May 1, and the U.S. and Canada do so in early September, but this week IDG World Update marks the mid-point of that timeframe with a look at how some of the company's top managers got their start in the working world. Their early efforts may not reflect their current responsibilities, but those first experiences taught them some valuable lessons.

Purveyor of pretzels

Friedenberg

My very first job as a young teenager was working at my family's camp, which was called Twin Oaks Day Camp. It was an old farm that was turned into a camp, so I spent my summers painting barns, mowing fields, building horse stables, cleaning bathrooms, washing dishes and repairing tons of odd things. When I went to college, I started a soft-pretzel distribution business where I would go to Philadelphia every morning and then drive hundreds of pretzels back to University of Delaware and distribute them to the bars so patrons had something to eat while consuming their beverage of choice. Both were great experiences that I remember with fondness.

— Michael Friedenberg, CEO, IDG

Bean there, done that

Campbell

In the summer of 1969 I was 16 years old and living in California's Central Valley, where the average daily temperature was 105 to 115 degrees Fahrenheit, when I got a job as a driver on a lima bean harvester. For those of you who haven't had the pleasure, a lima bean harvester is a very large moving contraption with conveyer belts and machinery flying in all directions as it consumes the plants in its path and ends up with a bin of beans. It was an incredibly hot, dusty and dull job. The next summer I made a career change and became a lifeguard at the local pool. Same temperature but unlimited free ice cream and swimming.

— Kirk Campbell, president & CEO, IDC

What rubbish

When I graduated university my roommate and I, wishing to delay entry to the adult world, visited an employment bureau in the hopes of finding work to pay our way for a few more weeks of student life. We were given a choice: work in the killing room of a frozen-chicken plant or join the local government's 'environment department.' No choice at all. And so began my two-week life as a garbage collector. Reader, you have never lived until you have introduced yourself as the new guy to the hard-bitten crew of a municipal-bin lorry. As a soft-handed, empty-headed 22-year-old drama graduate with bleached blonde hair, ear piercings, board shorts and flip-flops, I was somewhat out of place in the tough environs of the city dump in post-industrial Hull. Despite hours of remorseless teasing I had a great time. I played soccer and ran track at university, so the physical nature of the work was just fine. And although they never once let me actually ride in the truck, I think I won my new colleagues' respect by my willingness to literally get my hands dirty. They even let me buy them drinks. (You can make up your own joke about starting out working with rubbish and then going into journalism.)

— Matt Egan, editorial director, IDG U.S. & U.K.

Egan

JAMESON KIDDER

Library science

My first job ever was that of a budding entrepreneur. Since I was very passionate about books, I had a large collection of comics, classics, magazines and various other categories of books. So when I was 10 years old, I neatly classified, numbered and catalogued all my books and opened a lending library for the other children in the neighborhood. Unfortunately, I overestimat-

continued on page 5

continued from page 4

Bhattacharjee

ed the zeal other kids had toward reading. Needless to say, the only members my library had were my parents and a very reluctant elder sister who was compelled to join. Thankfully, this helped me recover the capital that was invested. This setback did not deter the entrepreneurial spirit within me, and I next opened a summer camp for children. I taught them how to create artwork from waste. That summer all the neighbors had similar wall hangings made out of used matchsticks, straws and other paraphernalia. At least with this new endeavor there was no capital required and plenty of raw material available!

— Ronita Bhattacharjee, associate vice president, Conferences, IDC Middle East, Africa and Turkey

Dancing with the dishes

Alexander

I spent most of my six years (yes, six) of study at University of California at San Diego also working in the cafeteria. We all worked every position from cash register to grill to janitorial. But by far, the most satisfying job was the dish room. When our team of four folks were at the top of our game, processing the trays, cups and dishes of about 1,000 students a night became an elegant and intense ballet, danced with a hulking dish machine. It was only after reading Andy Grove's *High Output Management* that I realized the dish room taught me many of the fundamentals of project management.

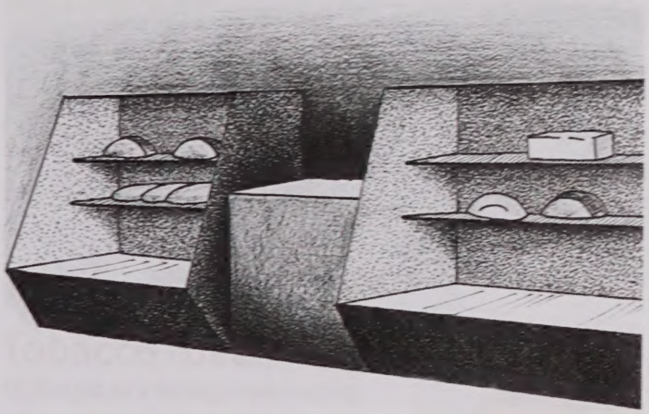
— Thomas Alexander, VP Engineering, IDG Communications

A sporting chance

Tenenbown

When I was in high school, my four best friends and I started a camp. We called it "Sports Camp." It was a simple business. We accepted campers in the age range of four to 10, which in retrospect worked out quite well. We set up headquarters at the house of a counselor whose parents had the largest backyard. And we strategically planned our hours from 10 a.m. to 3 p.m. so as not to interfere with teenage sleep requirements. In fact, we usually slept over at his house because we were so dedicated. The financials were favorable: $25 a camper. And, at 3:00 each afternoon we split the money like a bunch of Las Vegas pros. About four weeks in, we had challenges with scale and had to bring in new staff. Because it was Sports Camp, we looked to the captains of the high school teams to augment the staff. I will never forget when we introduced the quarterback of the football team. We turned out the lights, got the kids chanting his name in unison and then had him come out like he was a 5'10", 175-pound J.J. Watt. Sports Camp was the highest paying job I had all the way through my first "real job".

— Jason Tenenbown, global VP, Client Solutions, IDG Strategic Marketing Services



JAMESON KIDDER

Delica-lessons

Plutsky

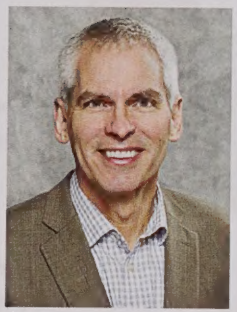
I started working at 14 (summers and weekends during the school year) for my dad who at the time in the late 70s-early 80s owned a small neighborhood supermarket/deli in Queens, N.Y. I worked 12-hour days doing everything — delivering groceries, slicing deli meat, moving boxes, stocking shelves and working the cash register. It was a great lesson in work ethic as no one could outwork my dad, not to mention he knew everything that was possible to know about running the store. That stuck with me — how hard I worked and that how much I learned was something that was within my control. It was also a valuable lesson in earning my own money, as I was able to buy a used car by the time I was 17 mostly from delivery tips. I also learned that working with the general public was not something I wanted to do — ever.

— Gordon Plutsky, director of applied intelligence, IDG Global Strategic Marketing Services

continued on page 6

continued from page 5

Bug spray



Gens

In my teens, I worked several summers for the Suffolk County (Mass.) Mosquito Control Project, based out of a garage in South Boston. Every day our crew would wander Boston neighborhoods, hunting down mosquitoes and their larvae. We had three killing techniques. In woods, we'd look for standing water — a favorite haunt of mosquito larvae — and spray a fairly benign oil on the surface of the water, which the larvae would suck into their breathing tubes. On rainy days, we'd drive around and drop big mysterious tablets into catch basins — I had no idea (and don't want to know) what was in those. My favorite days were riding on the back of a large spray truck — it was like being in the cannon turret of the Millennium Falcon — spinning the giant fan in all directions and firing a giant fog of diluted malathion, a neurotoxin, into the trees. I would take great care to avoid people, but the wind occasionally blew a load right back on me: my family theorizes that this explains so much about me!

> "On rainy days, we'd drive around and drop big mysterious tablets into catch basins — I had no idea (and don't want to know) what was in those. "

— *Frank Gens, SVP and chief analyst, IDC*

Tough @ the top

Hurlstone

As a teenager, I got a part-time job as a general dogsbody in a local branch of McDonalds. I lasted two shifts before being fired for breaking part of the milkshake dispenser that I had been explicitly instructed never to touch. This unfortunate habit has dogged me throughout life. Following a speedy end to my adventure in fast food, my career path climbed steeply when I started working with the local steeplejack. For a 16-year-old the pay was sky high, as were the work locations: church steeples, industrial chimneys and high-rise buildings. My favorite memory is of sitting in a bosun's chair (a plank of wood on the end of a rope) hanging over the side of the NatWest Tower — then London's tallest building, theoretically making a few repairs, but mainly enjoying the views. I was completely oblivious to the dangers of both the work and the various felons I was working with. These days I find I have no head for heights at all and prefer to keep my feet firmly on the ground.

— *Toby Hurlstone, IDG international controller*

JAMESON KIDDER

Tobacco road

Carter

My first job as a teenager was helping out on our farm in Zimbabwe, where I grew up. I used to help haul the newly reaped tobacco into the barns, which would happen in the January/February timeframe, so in the middle of the African summer. It was back-breaking work in very hot conditions (anyone who has been in a tobacco barn can testify to that), and I often tried to escape to the easier jobs like driving the tractors, rounding up the cattle and checking on the irrigation systems. I also used to help with the administration (invoice management and finances) on Saturday mornings — which, compared with the jobs during the week, was actually something that I looked forward to.

— *Philip Carter, chief analyst, IDC Europe*

Lessons learned

First job? Hmm, it feels like I had many first jobs that in their own way shaped me. In high school I worked for one day for a franchise of a famous ice cream store where the owner showed me how to make a hollow scoop to save money. Not my style, but this is where I first learned about treating customers right and ethical behavior! In college I mastered the skills of

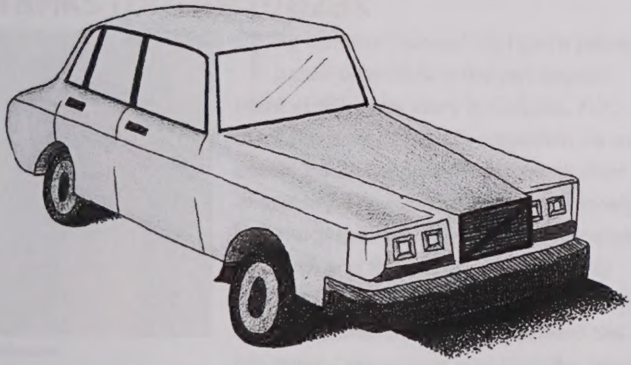
continued on page 7

continued from page 6

dishwasher, food server and table cleaner at the UCLA Medical Center Cafeteria as well as the UCLA dorms. Here I learned about humility and respecting the dignity of all workers and their jobs. After I graduated from college, my first job was learning about semiconductors, floppy disk computer systems and sales from two former Fairchild Electronics Silicon Valley entrepreneurs — very heady stuff for a guy with no experience in any of it, which taught me perseverance among many things! Back then I was not sure what any of these experiences would really amount to, but now, and often in my IDC and IDG career, I can see how together they all led to my being at just the right place, where technology, respect, ethics and perseverance are at the heart of our company.

Thorpe

— Brad Thorpe, chief sales officer, IDC



JAMESON KIDDER

Have a seat

Goransson

My best job as a teenager began when Volvo opened up a new seat-assembly factory in our town just outside of Gothenburg, Sweden, to do pre-assembly before shipping the seats to the main assembly line. In the late 1980s, there was a shortage of workers, and a few of us in grade 11 jumped on the opportunity to work the four-hour evening shift. That was when I first learned about workplace politics. The union rep was an angry man — ripping us for working too fast — fearing they would up the hourly seat-assembly quota. And I learned about the fragility of a just-in-time supply chain — it got quite loud when the main assembly line stopped because the seats weren't ready. And I learned about product management, too, and still remember manually ripping out heating elements in the pre-assembled leather seats. (Heated seats were standard in Euro spec cars but a premium upgrade in North America. I can't believe that 30 years later I still have to pay a premium for heated rear seats in Canada.) And to this day the seats, I think, are still the best measure of vehicle quality.

> "The union rep was an angry man — ripping us for working too fast — fearing they would up the hourly seat-assembly quota."

— Lars Goransson, country manager, IDC Canada

String theory

Prothero

When I was 14 years old, I borrowed money from my dad to buy a tennis racket stringing machine. It was super basic (a deadweight was pulled down until it was parallel to the ground to get the right tension) but worked great. I taught myself how to string rackets and then began to string rackets for members at our club. After a few weeks I had paid my dad back. After a few months, I think the club was not too happy that I was taking business away from them! I then began offering other services including re-gripping and spray painting custom stencils on the strings. I even had my own business cards printed, which I thought was the coolest thing ever!

— Eric Prothero, SVP Worldwide Tracker research, IDC

No business like snow business

Latchford

My first job was as the neighborhood lawn care/snow removal boy, and it started at age 9. I ended up working for a number of my neighbors until the age of 16 then moved on to working in a grocery store as a cashier. At that point my younger brother Stephen took over the lawn/snow business. Twenty-four years later, he is running a very successful landscaping, hardscaping and snow removal business.

— Michael Latchford, VP, IDG Alliance Marketing Services

continued on page 8

continued from page 7

Music man

Borg

In the summer of 1993, I started my first job in what was a popular U.K. music store, Our Price Records. At this time, the majority of my friends were working in fast food restaurants and despite the relatively menial tasks I was undertaking, such as alphabetizing CDs and tapes on the shop floor, sorting classical CDs into catalogue number order and making coffee, this was my dream job. It also gave me the opportunity to tell people "I work in the music business." My proudest moment was being called to the manager's office to be asked if I was interested in being the Sunday manager. At 16 years of age, this was a huge responsibility, and I jumped at the chance. Now I had a senior role in the music business.

— Luc Borg, publishing director, IDG U.K.

Tanks for the Muzak

Johnson

The summer I turned 16, I got a job as a part-time clerk in the pet department at the Sears store in Colonie, N.Y., thanks to a bit of friendly nepotism via my cousin Eddie, who worked there as chief of security. The evening shifts were lonely (not much demand for goldfish after dark, it seems) and the department had only three aisles of pet paraphernalia so there wasn't much to do after you cleaned the fish tanks. I remember how loud the Muzak droning through my little pet shop corner was, and to this day I can't hear that wretched song "Tears of a Clown" without wanting to smash something. This early experience working in retail led to my first grown-up career goal: To find a job where I could sit down occasionally — in a place without Muzak.

— Maryfran Johnson, executive director, CIO Programs, IDG U.S.

Paperwork

Gumbiner

JAMESON KIDDER

Back in the pre-historic day, all families used to read actual newspapers (not online) that had to be delivered to them by young kids walking or riding bicycles. When I was 12, I started delivering the *Marin Independent Journal*, a San Francisco Bay Area paper, six days a week to my neighbors. Monday through Friday it was an afternoon paper so I would come home from school and then proceed to fold all 130 newspapers and either put a rubber band around them if it was a sunny day or put them in a plastic bag if it was a rainy day. I would then go out on my bicycle and deliver the papers to the driveways and porches of the customers. On Saturdays it was an early morning paper, which meant I had to record *Miami Vice* on the VCR the night before since it would have been too late for me to stay up and then get up at 6 a.m. on Saturdays. In addition to the delivery I was also responsible for charging the customers for the monthly newspaper fee so I would have to spend a few evenings a month trying to track down the $3.75 per customer, who often made me come back multiple times since they supposedly didn't have the money. For a 12-year-old I was making incredible money in those days ($130 per month). My territory was so large and had so many customers that as soon as I quit the job when I was about 14, they ended up dividing the territory into two different ones split among two people.

— Jay Gumbiner, VP of research for Latin America, IDC

No accounting for fun

Holmlund

The summer between my junior and senior year of high school I had two very different summer jobs. In the morning, I got to have fun and play as a camp counselor for children with disabilities. In the afternoon I switched gears and was a bookkeeper for a law firm in town. I was so excited to have an "accounting" job because that is what I thought I wanted to major in when I went to college. But as the summer went on I realized I was more of a get-my-hands-dirty, sing-a-few-songs people person; I just had to make sure I wasn't too messy before heading to the law firm. De-

continued on page 9

continued from page 8

spite that summer, I still was an accounting major for one semester. Then I got lured by the creative aspect of marketing and switched majors, which was one of my best "grown-up" decisions and has served me pretty well for the last 13 years at IDG.

— Lynn Holmlund, marketing director, IDG U.S.

Grace under pressure

Bragdon

My first real job was in the summer of 1981 — after I had graduated high school and before I began my freshman year at Bowdoin College. That summer, I worked in maintenance for Hampshire Chemical, a division of WR Grace — everyone just called it Grace. Grace made all sorts of specialty organic chemicals — things that were used in the manufacture of consumer products, like Roundup and Equal sweetener. It was a beautiful location, nestled on the banks of the Merrimack River in Nashua, N.H., with the odor of ammonia and sulfuric acid always hanging in the air. Actually, it was a great job. I had to join the union and I worked up to 80 hours/week maintaining the various equipment that is commonplace in a chemical plant. I learned to fit pipes, weld fittings, paint with industrial equipment, and much more. One day I'd be sweeping the floor, the next day I might be crawling inside a 10,000 gallon industrial reactor. The work was grueling — and often dangerous — but the pay was $15/hour (the equivalent of about $41/hour today). It was a great job to develop a strong work ethic, and to realize I had better work hard in college so that I'd never have to do a job like that again! (Fourteen years after my summer at Grace, and eight years into my career in media, I was introduced to a young author named Jonathan Harr, and was able to read a pre-production copy of his new book. It was called *A Civil Action*, and it chronicled the legal fight against WR Grace and other companies for contributing to groundwater pollution in Woburn, Mass. This true story took place at the same time I was working for Grace, only 27 miles away.)

> "It was a beautiful location, nestled on the banks of the Merrimack River in Nashua, N.H., with the odor of ammonia and sulfuric acid always hanging in the air."

— Bob Bragdon, publisher, CSO

Name game

Gorud

I grew up in rural Wisconsin, where the opportunities for real work were sparse so you had to get entrepreneurial. My friend Tony and I started a landscaping/house painting business during the summer of our sophomore year in high school. Tony's father owned a real estate agency so we ended up getting a lot of work fixing up cabins or clearing brush on lake front lots. All was not perfect however; we had differing opinions on the name of our amazing venture. In the end we nonsensically agreed that should a client want house painting services they would employ T&J Paint. Landscaping would go to J&T Landscaping Services. Both ventures kept us in summer beer money, which is really the only reason to work.

— Jason Gorud, group VP of Integrated Marketing Programs for IDC Asia/Pacific and group VP of IDG Global Solutions A/P

A front-row seat to history

Fahlbush

In January 1998 I headed to Washington, D.C., after graduating from college as a small-town girl from southern Missouri to start my first job as an unpaid White House intern. I had the privilege to serve as the intern to the President's personal secretary Betty Currie. As one of only a handful of interns with a true office in the West Wing, I had a front-row seat to amazing moments in history such as seeing PLO Chairman Yasser Arafat arrive for an official visit. And, of course I was also there for the impeachment proceedings against President Bill Clinton and remember vividly the day it broke and the coming weeks and months of chaos while I tried to keep a business-as-usual approach to my responsibilities. It was an experience like no other and taught me so much about how to manage difficult situations, deal with all levels of power and maintain calm and professionalism always.

> "As one of only a handful of interns with a true office in the West Wing, I had a front row seat to amazing moments in history such as seeing PLO Chairman Yasser Arafat arrive for an official visit."

— Jenny Fahlbush, VP, Marketing, IDG

continued on page 10

continued from page 9

Counselor connection

Weglage

My post-college work at the YMCA in Hopkinton, Mass., actually has a great tie in to my IDG career. I was a camp counselor the summer after college, and worked part-time there in the fall, when I interviewed at IDG. One of the interviewers at Computerworld's Database Division was former employee Barbara Sands. Her two daughters had also worked at the camp with me, and during the interview Barbara mentioned that she had seen the YMCA job on my resume and had asked her daughters about me. Just goes to show how strong your network can be and how important it is to do a good job at any company, as you never know who will be a connection in the future. The rest is 23 years of history.

— Sean Weglage, SVP/Growth Sales, IDG U.S.

Campfire tales

Glass

During the summer of 1991, I had just graduated from high school and went to Camp Samoset in Casco, Maine, to work as a counselor. I had been to Samoset as a camper for five seasons, but the summer as a counselor in '91 was eye opening as I was able to see the camp, its operations and the campers from another perspective. I had a bunk of 11-year-old boys that I was responsible for and also was teaching tennis to the wider group of campers three to four hours a day. I "dual reported" in to the Director of Tennis and also the Head of Lower Camp — imagine that, a matrix structure at a summer camp! Having two managers really kept me on my toes that summer in addition to making sure the kids had an enjoyable eight weeks. The experience helped me not only start to learn how to wear several different hats in a job and work effectively as a team with my fellow counselors but also to prioritize many different interests with a core focus on my customers — the campers.

— Neil Glass, SVP/Data Strategy, IDG U.S.

Kitchen chaos

Rigby

I was 15 and my first job was washing dishes at a popular restaurant in town, before it grew into a fairly large chain in Massachusetts. When I applied, the interview consisted of one question (illegal to actually ask, I've since learned), and I was hired on the spot because they desperately needed somebody who could start that night. During every shift there was a two-hour wait for a table, and the kitchen was in chaos. I had never worked harder or longer without a break (which may have also been illegal), but I remember feeling a real sense of satisfaction as I navigated the chaos, on my own, very late into every weekend night. It was just a dishwashing job, but as a young kid it was my first taste of real personal responsibility and I think it had a profound effect on me.

> "It was just a dishwashing job, but as a young kid it was my first taste of real personal responsibility, and I think it had a profound effect on me."

— Bill Rigby, VP, Digital Media & Business Development, IDG U.S.

Read the 2012 and 2015 editions of this feature to learn how other IDG and IDC managers earned their first paychecks.

Tech & Marketing News from IDG

IDG Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG and IDC sources. Sign up here. Recent selections include:

Despite Samsung's Record Profits, Its Smartphone Business is Still in Trouble (VentureBeat)

The Rise of Self-Service in Ad Tech (Digiday)

How Global Media Companies Handle Digital Disruption (CIO)

People Will Watch a Full Video Ad ... If They Get Rewarded (eMarketer)

Social Intelligence: How to Mine Social Media for Business Results (CIO)

noteworthypeople

Promotions

Bangah

Sudev Bangah, who most recently served as country manager of IDC Indonesia and IDC Philippines and interim country manager of IDC Malaysia, has been named managing director of IDC ASEAN. His responsibilities cover those countries as well as Thailand and Vietnam. "Sudev is clearly a versatile leader, and he is very much respected by the team for his deep knowledge of the region and industry," said IDC Asia Pacific Managing Director **Eva Au**. "In FY17, ASEAN was the second fastest growing subregion in Asia Pacific after China. We believe that IDC ASEAN will progress further with Sudev's great combination of strategic vision and strong credentials, which will be vital for the next phase of our growth across the ASEAN region." sbangah@idc.com

New employees

Lapadatescu

Previously a fitness studio manager **Codruta Lapadatescu** joins **IDG Germany** as a campaign management trainee. She holds a B.A. in international organizational management from Babes-Bolyai University in Cluj-Napoca, Romania. In her free time she enjoys yoga, fitness and jazz. clapadatescu@idg.de

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34

Georg Sing *IDG Germany*

25

Michael Wallace *IDC*

24

Carol Glasheen *IDC*

22

Mette Ahorlu *IDC Nordic/Denmark*

19

Michele Putt *IDG Communications*

18

Stephane Krawczyk *IDC France*
Anders Engström *IDG Sweden*
Soo Kyoum Kim *IDC Korea*

17

Zoltan Komaromi *IDC Hungary*
Petr Vopalecky *IDG Czech Republic*
Milly Xiang *IDC China*

16

Daphne Chung *IDC Singapore*

14

Karen Haslam *IDG U.K.*

13

Szymon Augustyniak *IDG Poland*
Lisa Rowan *IDC*

12

Yasuhiro Suzuki *IDC Japan*
Tomoko Nakatsukasa *IDC Japan*
Rebeca Cruz *IDC Mexico*

11

Ludmila Malcheva *IDC Bulgaria*
Kristina Pejchalova *IDC CEMA*
Theresa Eshiet *IDC West Africa*
Masahiro Katayama *IDC Japan*

9

Michael Latchford *IDG Communications*
Kimberly Robinson *IDC*
Sharmila Devanesamoni *IDC CCR*

7

Konstantin Rychkov *IDC CEMA*
Joao Felizardo *IDG U.K.*
Helen Savage *IDG Global Solutions*
Surava Sahar *IDC Malaysia*

6

Edyta Kosowska *IDC Poland*
Karsten Schmidt *IDG Germany*
Selina Alecu De Flers *IDG Germany*
Chadwick Huston *IDC*
Frank Fang *IDC China*
Aman Bajaj *IDC New Zealand*

5

Dauren Kurmangaliev *IDC Central Asia*
Isaac Llandez *IDC Mexico*
Richard Hein *IDG Communications*
Prasanna Narasimha Prasad *IDC CCR*

4

Pavel Polivka *IDC CEMA*
Sebastian Weinmüller *IDG Germany*
Min Yet Tai *IDC Malaysia*
Naveen Barsainya *IDC Singapore*

3

Ondrej Jelinek *IDC CEMA*
Michal Sterba *IDC CEMA*
Lobo Walston *IT World Canada*
Michael Monaco *IDG Communications*

Nina Nie *IDC China*
Cathy Huang *IDC Singapore*
Kenneth Liew *IDC Singapore*

2

Joyce Chireka *IDC South Africa*
Gemma Rollason *IDG U.K.*
Jordan Moss *IDG Connect Europe*
Clint Boulton *IDG Communications*
Kevin Finnegan *IDC*
Samantha Ortiz *IDC*
Kai Cui *IDC China*
Nupur Kaudan *IDC India*
Brainard Baccay *IDC Philippines*

1

Kaspar Radek *IDC CEMA*
Wiktor Markiewicz *IDC Poland*
Dalia Jaarah *IDC Saudi Arabia*
Roderick Hills *IDC U.K.*
Thomas Zink *IDC Germany*
Miriam Harris *IDG U.K.*
Olivia Demuth *IDG U.K.*
Matthew Calfa *IDC*
Janelle Rea *IDC*
Cecilia Lai *IDC Singapore*
Tiffany Tsai *IDC Taiwan*

continued from page 2

SDC

Tube and embedded videos, plus programmatic advertising on the IDG Germany websites. (Read the World Update story here.)

IDG Sweden's Publishing Director **Jesper Landén** talked about editorial video content efficiency. At CES his three-person editorial team created 25 videos, 14 of which were pre-show sponsored.

IDG Sweden has partnered with MSN on a content syndication deal. "Our tech team has set up a stream of different RSS-feeds that an editorial team at MSN can pick and choose content from," says Landen. "This will be a great traffic driver for IDG Sweden. The deal also stipulates that MSN can't index any pages for Google, and IDG Sweden pulls additional revenue on these page views by an agreement of a 40% cut of all ad-revenue created created that way."

IDG's EMEA Head of Ad Operations **Richard Bailey** talked through yield optimization strategies for third-party partners through DoubleClick for Publishers

A group of Amazon executives visited the SDC meeting to talk about new affiliate rate tiers and ways to achieve the best rates via increased bounties for Amazon services such as Prime, Music, Video, Audible. Amazon shared a list of keywords for capturing traffic related to such services. Landén put pressure on Amazon to open up for the Nordic market, and there appears to be some light in the end of that long dark tunnel.

During the afternoon of the second day all SDC attendees were invited to Amazon's London HQ for a wider "SEO for Amazon Associates" series of seminars, including content creation and optimization, internal linking, user-generated content and index visibility.

Anyone interested in attending the next SDC meeting should contact Simon Jary. *(The World Update editors thank Jary for contributing this article.)* ■

unsunghero

Douglas DuVall

Video Director and Editor

IDG Enterprise

IDG Enterprise Director, Visual and Digital Media ***Ellen Fanning*** *named Video Director and Editor* ***Douglas DuVall*** *her team's unsung hero. "Doug has that priceless combination of cutting-edge skills and a can-do attitude," she said. "His ability to design high-quality motion graphic videos for our IT audiences, along with his expert camera work and creative design ideas, make him a vital part of our team. As our newly formed department of graphic designers and videographers comes together, Doug has played an important role in finding ways for our team to collaborate on projects and elevate the work we do. He's talented and dedicated, and we're lucky to have him at IDG."*

Home
Milton, Mass.

Title
Video director and editor for Visual and Digital Media Department, IDG Enterprise

Primary job responsibilities
Shooting and editing video for the B2B brands, either in the Framingham, Mass., studio or on location at events such as AWS re:invent. I also create motion graphic explainers for the core tech topics across the B2B brands.

Three things I do in a day's work
Shooting in the studio or on location. Editing interviews or product reviews. Working on a motion graphic piece.

What I love most about my job
Editing is my passion. I love refining raw subject matter into a finished product. I also get to work with a very talented and creative team, which makes coming to the Framingham office fun.

A hot-button issue I'm dealing with on the job
Speed. I feel like everyone in the creative industry is grappling with speed in one way or another right now. I want to create the highest quality video, but I also want to do it in the quickest way possible. So I'm always looking for ways to refine our workflows to create high-quality video even faster.

IDG WORLD UPDATE

Video Director and Editor ***Douglas DuVall*** *joined IDG in October 2016.*

Latest accomplishment
I'm really happy with a recent project, a motion graphic explainer titled, "What is software-defined networking?" Senior Editor **Brandon Butler** at Network World is a talented writer, and I enjoy bringing his scripts to life with motion graphics.

Career highlight
Getting the opportunity to visit new places and work all across the country.

What I'm doing to be a better employee
Always building on my skill set and learning new things.

Interests outside the office
I love woodworking and carpentry. Taking my black Lab, Tess, to the beach. Watching new and old films.

What others can't tell just by looking at me
I'm a golfer.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Ellen Fanning *IDG U.S.*
Douglas DuVall *IDG U.S.*
Simon Jary *IDG U.K./IDG U.S.*
Tom Mainelli *IDC*
...and all the contributors to the first jobs feature.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

24 JULY 2017 | VOLUME 47, NUMBER 30 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 6* | COMMUNITY - *page 7*

IDG Netherlands' crowd-sourced content is a win-win-win

The new product in the company's portfolio provides a revenue stream for IDG, a thought-leadership opportunity for partners, visibility for participating CIOs and useful editorial for readers.

SEE MORE ON PAGE 4

Also inside

Staff at IDG's Brazilian partner nominated in Brazil's most prestigious journalism awards program

Pakistan licensee translates News Service videos

One on One: IDG CMO Josh London on IDG's messaging, product development committee

Fujitsu
World Tour
2017
Fujitsu Innovation
Gathering 2017

IDG Germany's content-driven strategy drives registrations for Berlin stop on Fujitsu tour.

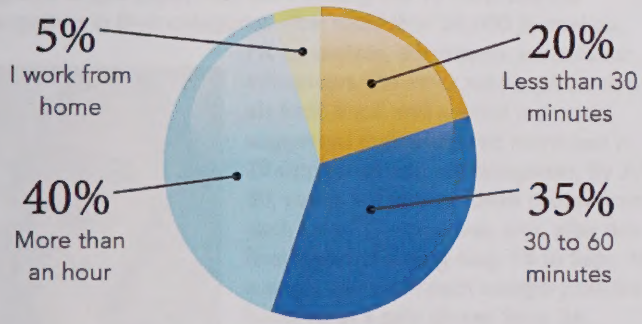
SEE MORE ON PAGE 5

Group Operations Coordinator Doris Hernandez retires from IDC Latin America.

SEE MORE ON PAGE 7

Question of the week results

How long does it take you to get to your usual work location?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever used a 3D printer?

CLICK HERE

Talk IDG with Mike and Laurie

In his first Talk IDG interview since the completion of the sale of IDG to China Oceanwide and the restructuring of IDG's U.S. business, IDG CEO Michael Friedenberg sits downs with VP/Global Training & Development Laurie Butson for a wide-ranging discussion of IDG's current and future direction. In this 20-minute talk, Friedenberg discusses the U.S. restructure, IDG's worldwide mission and his five goals, global collaboration, innovation throughout the company including a new Product Development Steering Committee in the U.S., and the upcoming General Data Protection Regulation in the EU and how IDG is responding. Click here to watch the video.

Staff at IDG's Brazilian partner nominated in prestigious awards program

Two employees of IDG's media partner in Brazil, Brasileiros Editora, have been nominated for the country's most prestigious journalism awards. **Silvia Bassi**, executive director and publisher, is in the Best Media Executive category, and CIO Editor **Cristina De Luca** is in the Best Technology Writer category. Bassi said the awards program, Premio Comunique-se, has been around for 15 years and is considered "the Oscars" of journalism.

A first-time nominee, Bassi manages the Computerworld, CIO, PCWorld and Macworld brands, as well as IDGNow!, which is celebrating its 20th anniversary in September. She has been responsible for IDGNow! since its inception, when she had been working for IDG's Brazilian subsidiary that has since undergone several ownership changes. IDGNow!, which was IDG's first online-only brand, is an online-only news hub for technology and was the first online-only brand created for IDG worldwide.

De Luca has been working with IDG brands in Brazil since 2008. She was editorial director, and since 2014 she has been the main editor of CIO.com. This is the fifth time De Luca has been nominated for this award. In 2010 and 2014 she won as Best Technology Writer for Computerworld, and in 2013 she was one of the three finalists. In 2016 she was one of the 10 nominees.

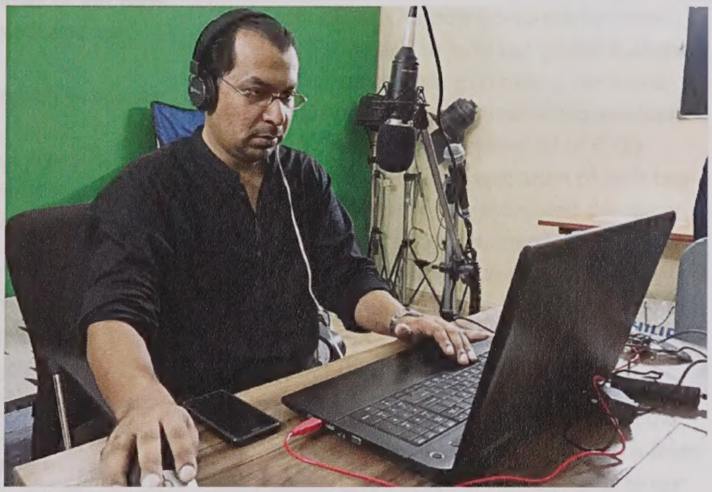
> "We are extremely happy about these nominations. For me it has special meaning because my competitors in the category are big, big players from traditional media."
>
> *Silvia Bassi*

The two colleagues are now in the second phase of the awards program. To get there, they were among the 10 most popular vote-getters in their categories after more than 54,000 journalists, PR executives, advertisers, consultants, influencers and other media professionals from Brazil and around the world suggested their preferred nominees in 28 categories and subcategories. By July 30, voters will choose three names from each list of 10 nominees, and, after the final round of voting Aug. 14 to Sept. 10, a single winner in each category will be honored at a gala dinner Sept. 26.

"We are extremely happy about these nominations," Bassi said. "For me it is special because it's IDG Now!'s 20th year, and my competitors in the category are big, big players from traditional media."

Write to Silvia Bassi. Click here for the voting page. ■

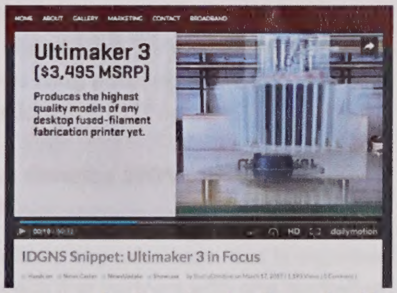
Pakistan licensee translates News Service video content to add value



*Rasala Publications Creative and Production Head **Abdullah Haroon** does the voiceover for the localized videos.*

In an effort to offer more quality technology content in Urdu, IDG's Pakistan licensee Rasala Publications is localizing video content available through the IDG News Service portal in the country's national language.

"We've been producing our own local technology content for our audience for a long time now," said Rasala Deputy CEO **Aqsa Tariq**, "and since we have access to high-quality U.S. content we want to use it as well, but it needs to be in the local language. While IDG's content is of great quality, a large portion of our audience loses out on it because they are looking for localized videos. What better way to reach the masses than to reproduce IDG's content in our local language?"



Ultimaker 3
($3,495 MSRP)
Produces the highest quality models of any desktop fused-filament fabrication printer yet.

IDGNS Snippet: Ultimaker 3 in Focus

One example of translated audio was for this video about 3D printers.

Rasala Creative and Production Head **Abdullah Haroon** does the videos' translations, voiceovers and final production, working out of Rasala's seven-year-old WebStudio. The videos average 30 seconds to a minute and a half long. (For an example, go here.)

> "What better way to reach the masses than to reproduce IDG's content in our local language?"
>
> *Aqsa Tariq*

"Provided we have the right content available, our aim is to produce one video a week," Tariq said. "Videos about projects that are already or soon to be available here are preferred, and technology updates on IoT, robotics or artificial intelligence are also relevant as there are local companies working in these areas."

For more information contact Aqsa Tariq. ■

OneonOne

Josh London

IDG Marketing

The CMO of IDG is this week's columnist. Reach him at josh_london@idg.com.

> "We can now take the programs and research that marketing creates and make them available to all of IDG. We are in a truly exciting phase in marketing and at IDG as a whole."

Q What's new in marketing?

A Our marketing efforts to date have comprised four phases:
Phase 1: Evaluate: understanding all of the ways we speak to the market — to clients and our audiences.
Phase 2: Launch: global brand launch — speaking to the market as one.
Phase 3: Evolve: transforming our go-to-market.
Phase 4: Expand: extend IDG marketing resources globally and sync product development to strategy.

A brief history: while it may seem like this happened a long time ago, IDG's global brand launch was a little over a year ago. Prior to this, IDG business units spoke in many different voices, and even slides in sales decks such as "What is IDG?" varied greatly across departments. As a global company, we needed to simplify, clarify and unify our offerings so that we can take advantage of the amazing resources across IDG.

We shifted IDG from a house of brands to a branded house, making sure that the way that we spoke about IDG was more consistent. Recent changes in the U.S. with OneIDG have further evolved our go-to-market.

Q What is OneIDG?

A OneIDG is an internal term that refers to simplifying our structure and our interactions with customers and readers to best take advantage of all that IDG has to offer. This new strategy and structure, and in many ways, new way of doing business, is called OneIDG. OneIDG means breaking down the physical and virtual barriers to allow us all to do our best work by leveraging expertise across the organization.

In the market, OneIDG means a customer-centric focus that gives clients access to the most powerful tech buyers in one place: IDG. We've been a complicated organization to navigate and do business with — and we are making that easier.

Q How has IDG's new structure and rebrand changed our go-to-market proposition?

A It's exciting to have a unified marketing team that represents the best of IDG. We have simplified IDG's messaging so that we can present a complete and coherent picture to our clients and readers.

To continue the work that we began with the brand launch a little over a year ago when we moved from a house of brands to a branded house, it is important that we show our customers how the full IDG portfolio can drive growth in their businesses. Our new go-to-market reinforces IDG's mission to help our global audience make the smartest tech purchasing decisions, whether via media, data or marketing services. In the U.S., sales now represent all of IDG's products reaching the full spectrum of tech buyers: from the few who buy many and the many who buy few (CIOs to consumers). The marketing team has worked hard to ensure that our messaging communicates this benefit, whether directly through sales materials or indirectly through our PR and promotional activities.

We have evolved our brand architecture in the U.S. to further simplify our offering. From a sales and marketing perspective we now refer to our B2B and B2C audiences as IDG, rather than IDG Enterprise and IDG TechNetwork. Our publisher network and exchange offering will be treated as IDG products from a brand point of view and follow that naming convention: TechNetwork from IDG and Tech Media Exchange (TMX) from IDG, respectively.

And some of the ways that we've reinforced a single go-to-market have been more subtle but important nonetheless, for example moving to one business card, email signature and changing our email addresses to @idg.com.

Q Can you describe IDG's new marketing structure?

A We now have one sales team that is organized by client needs that partners with one marketing team to leverage all of our strengths. As part of OneIDG, in the U.S. we've brought together the marketing teams that handled corporate, Enterprise, TechNet, and the CIO Executive Council. With activities ranging from branding, to design, research, and PR to driving revenue and field support, we are lucky to have such a talented team. We've made some structural changes, but more importantly, we can now take the programs and research that marketing creates and make them available to all of IDG. We are in a truly exciting phase in marketing and at IDG as a whole.

Q Tell us more about how this new structure helps extend the value that marketing brings.

A We've always had great marketing, but in the

continued on page 6

IDG Netherlands crowd-sourced content a win-win-win

New revenue stream for IDG, thought-leadership opportunity for partners and visibility for CIOs

IDG Netherlands has introduced a new product to its CIO-branded editorial portfolio — crowd-sourced content — which has not only been commercially successful for the company but also provides high-quality content, thought-leadership opportunities for partners and visibility for participating CIOs.

The premise is simple: an editor, a partner and two to four CIOs gather for lunch at a high-end restaurant to discuss a specific theme set by the partner, who pays about 6,000 euro (US$6,908) per crowd-sourced article. The editor guides the discussion and later writes an article about the topic for CIO.nl. Attendees give their approval to the article, and after it's published, IDG gives them the link and encourages them to share it with colleagues, friends and their networks on social media such as LinkedIn. The staff has found these crowd-sourced articles have had much higher engagement than a typical CIO article, with some of them being shared more than 600 times.

"This kind of project really brings together the best of IDG," said IDG Netherlands Managing Director **Maringo Vlijter**, adding that selling and delivering this product is "truly a team effort. It shows our capability to match and bring audiences together, the ability to facilitate and moderate, the capability to create great content and the channels to amplify this content via our platforms, social and targeted toward specific accounts."

Director of Marketing and Operations **Gabriella Meijnckens** said recruitment has been easy because the format is so appealing. "The CIOs are eager to sign up for an interview that will be published on the website and, in the process, they can share their knowledge and learn from their peers." For the six lunches held so far — five for Hewlett Packard Enterprise and one for e-office — there have hardly been any no-shows, which the staff attributes to the personal invitations that are drawn from the sponsor's wish list. At least four other clients are in the pipeline.

Meijnckens selects a restaurant that has a small, separate room so that attendees feel they can talk freely. They have a three-course lunch, with some photos taken during the first course that can be used with the article, and then the group is left alone for the rest of the discussion.

IDG Netherlands Chief Content Officer ***Sander van der Meijs*** *(center right, in jacket) participated in the lunch with CIOs and a representative from partner Hewlett-Packard Enterprise.*

IDG Netherlands Chief Content Officer **Sander van der Meijs**, who along with Senior Editor **Rene Schoemaker** wears the editorial hat for the crowd-sourced projects, explained why the new initiative differs from the custom events the company has been doing. "Regular custom events have nothing to do with editorial; they are just lunches with a partner, and might include a presentation by the partner. In these crowd-sourced content lunches the partner can participate in the discussion, but is not in the lead. Instead, the editor is in the lead – he wants to get his story and asks whatever he wants to know."

The format has been working very well, he said. "The customer sets the topic, but in the articles we aim to give a platform to the clients. So it is a win for the clients, a win for the readers — as it is content that is well worth reading — and a win for the partner, who gets an interesting article about his topic and can do marketing around it, and obviously a win for us."

> [This product] shows our capability to match and bring audiences together, the ability to facilitate and moderate, the capability to create great content and the channels to amplify this content via our platforms, social and targeted toward specific accounts."
>
> *Maringo Vlijter*

Business Development Manager **Vincent van Beek**, who along with Senior Client Services Manager **Rogier Warnink** sold the first package of lunches, said "CIOs are all struggling with the same issues, so by combining

continued on page 6

IDG Germany's content-driven method drives registrations for Berlin stop on Fujitsu industry tour

IDG Germany recently used a new content-driven approach to help drive registrations for the Berlin stop on Fujitsu's six-continent World Tour. Using a mix of content created for its own sites and social media platforms and developing a custom event site — all in a two-month timeframe — IDG Germany accounted for half of the 850 IT and business decision makers who attended the late May event in Berlin.

Fujitsu
World Tour
2017
Fujitsu Innovation
Gathering 2017

"The Fujitsu World Tour is the biggest event of its kind," said IDG Germany Sales Media Solutions VP **Karsten Schmidt**, "and takes place in more than 20 cities on six continents, drawing 14,000 attendees globally." Through a mix of keynotes, breakout sessions, panels and product showcases, it provides first-hand experience in how Fujitsu can help companies and organizations connect to the digital world and face current challenges in such areas as digital transformation and cybersecurity.

Schmidt added that IDG Germany has partnered with Fujitsu Germany on past events and held preliminary talks with the Japanese company's local office about the Berlin event in February. "Discussions swiftly turned from traditional promotion such as display campaigns to a more holistic campaign structure," Schmidt said.

Schmidt and his team designed and developed a custom event-content site to promote the event. "Fujitsu provided the text, videos and the agenda," Schmidt said, "and we repurposed that content and made it suitable for the whole look and feel of the website we created, which was frequently updated with new information."

> "With the Fujitsu World Tour we proved to be a reliable, agile partner for Fujitsu, especially in the area of audience recruitment, which Fujitsu or its regular service providers could not supply. "
>
> *Karsten Schmidt*

Using Xing, a popular German career-oriented social networking platform, IDG Germany also created a registration page on the event site that allowed all registrations to be reported to Fujitsu on a daily basis.

To promote the Fujitsu tour on its own properties IDG Germany wrote articles about the tour, ran ads in it print publications, created banner ads, used its customer database to make sure the relevant target audiences were reached and used sponsored posts on all of its social media platforms — Linkedin, Twitter, Facebook and Xing. "Contacts on Xing can see who's attending an event and share that they are, so it has a natural spreading effect," said **Lisa-Marie Thaden**, IDG Strategic Marketing Services project manager. "It also offers a lot of relevant groups to which we could promote the event." Thaden said they also experimented with LinkedIn's InMail in which sponsored messages can be sent directly to LinkedIn users. "While there were some conversions using InMail, it can be an expensive way to advertise and should be used if you've got the right target group, time and budget," she said.

"We are seeing a growing number of content-driven programs, especially at our growth and key account clients such as SAP, Hewlett-Packard, IBM, WiPro, Dell and Accenture," Schmidt said. "Dell was one of the first clients to hire IDG Germany to be a full-service event provider. With the Fujitsu World Tour we proved to be a reliable, agile partner for Fujitsu, especially in the area of audience recruitment, which Fujitsu or its regular service providers could not supply. We used a Google event-tracking tool that's part of Google's analytics console so we could tell which registrants came via IDG Germany and which came from Fujitsu promotions."

Schmidt said a "huge thank you and well done" goes to the IDG Germany web development team headed by Director of Development and Operations **Thomas Rotter**, "for their agile work on the registration website." Other key IDG Germany players included Thaden, who led the project, IDG Germany SVP Sales and Marketing **Sebastian Woerle** and Events Director **Susanne Schubert**. Schmidt also credited Computerwoche Editor-in-chief **Heinrich Vaske** and Computerwoche Deputy Editor-in-chief **Martin Beyer** and ChannelPartner Editor-in-chief **Ronald Wiltscheck** for their "fantastic support in guiding Fujitsu in building an attractive agenda and also moderating a number of sessions at the event."

SMS Director or Product and Project Management **Sebastian Nissen** said, "What made the Fujitsu World Tour project so successful was the dedication of everyone involved. It was great to see colleagues from sales, SMS, development and events working together as a close-knit team to tackle this very demanding project, delivering it on time and on budget while surpassing all KPIs set by Fujitsu, a very happy and satisfied client."

For more information contact Karsten Schmidt. ■

continued from page 3

One on one

past it was siloed to the business unit that produced it. Let me give you some examples:

We produce amazing primary research in the U.S. on the B2B and B2C sides of our business. We have now made this research available to all sales teams in the U.S. and to all international teams and have further extended the value of this research by partnering with country managers so that they can field local versions of the research.

Another example is our Engage event. Engage, which was started by the IDG Enterprise team, is a customer event aimed at tech marketers. It's a fantastic way to connect the different portions of IDG's audience — CIOs, CMOs and tech marketers to help them learn more about the technology landscape, explore what motivates key decision-makers, reach their target audience and ultimately engage them to forge successful relationships. All sales teams and their clients can now leverage Engage, and our next event is in Menlo Park, Calif., on Aug. 23.

Q We've had a number of global IDG launches in 2017. Will there be more?

A We had some exciting firsts in 2017: IDG Security Day, our first-ever global event spanned nine countries in a single day on a critical topic on both a locally and globally level. Going to market with a consistent design, PR strategy and social media strategy showed the world how IDG can do what no one else can.

We also had our first-ever global product launch in Pipeline Activator. While competitors have taken years to gain a foothold in regions outside of the U.S., our presence around the world allowed us to launch in 147 markets overnight! I think it would be safe to say that we will see more such global cooperation in the coming months and years.

Q You were recently named head of a new U.S.-based group — the Product Development Steering Committee. Can you tell us a bit more about this group and its mission?

A I'm thrilled to talk about this initiative. As with many efforts before OneIDG, product development was often siloed, with limited communication between groups and occasional duplication of effort. We are now approaching product development in two modes: a strategic framework and a tactical one. From a strategic standpoint, it is critical to map innovation to the company's overall strategy. We'll establish a roadmap that enables us to evaluate market opportunities and how we address them — the build, buy or partner question. Tactically, we will have transparency across divisions as well as a schema to evaluate and prioritize projects so that we can deploy resources where they can have the greatest impact on IDG's business. ■

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Lorraine Rivell *IDG Corporate Services Group*

21
Kitty Fok *IDC China*

19
Davy Adams *IDG Australia*
Ron Glaz *IDC*

18
Barbara Duphily *IDG Corporate Services Group*

17
Roland Pavel *IDC CEMA*
Jessica Goepfert *IDC*

15
Jason Snyder *IDG Communications*

14
Nancy Gershlak *IDC*

12
Michael Friedenberg *IDG Communications*
John Rydning *IDC*

11
Tarun Bhasin *IDC Canada*
Sara Knapik *IDC*

9
Mahendar Vijayan *IDC CCR*
Syed Zaidi *IDC*

7
Cristian Peña *IDC Chile*
Brenda Lim *IDC Singapore*

6
Ashleigh Macro *IDG U.K.*

5
Daniel Marcelino *IDG Technology Services Group*

4
Gaurav Gogia *IDG U.K.*
Silvia Cosso *IDC U.K.*

3
Ashkan Rashidghamat *IDC U.K.*
Mark Lewis *IDG Communications*

2
Vojtech Zdzieblo *IDC CEMA*
Nakul Dogra *IDC Middle East and Africa*
Linda Nimmo *IDG Technology Services Group*

1
Karen Krieger *IDG Australia*
Samar El Sayed *IDC Egypt*
Yulia Zubko *IDG Communications*
Yannie Jiang *IDC China*
Andrew Smith *IDC*
Joann Williams-Hoxha *IDC*

continued from page 4

Lunches

their experiences with the knowledge of the partner, we can create the best content out of this unique way of bringing these two parties together."

Warnink said partners recognize that this initiative "can open up new opportunities because of the content and the sharing of this content. They see that they can make connections with potential clients that could lead to long-term relationships."

Vlijter said that while a crowd-sourced article is usually published as part of the regular CIO editorial flow, it can also be an integral part of account-based marketing (ABM). "With ABM programs we have clients that focus on smaller groups of up to 100 companies. The crowd-sourced content involves up to four of their customers or prospects from their list. The lunch is a 'face-to-face moment' that amplifies and creates high-impact and engaging thought leadership. Then, via IP targeting and HTML mailings, the article is pushed to all 100 of the companies they want to reach."

Write to Sander van der Meijs or Gabriella Meijnckens. ■

Doris Hernandez retires from IDC Latin America

IDC Latin America Group Operations Coordinator **Doris Hernandez** retired earlier this month after a long career assisting colleagues in the Miami office and throughout the Latin American region. Her first role with the company was in 1999 as a temporary phone recruiter to help develop IDC Latin America's first online panel of IT decision makers. The one-month position was extended for eight months following the successful launch of the program, and Hernandez worked on several other projects for analysts and staff before she accepted a full-time position in 2001 as office administrator.

"I will never forget this party as this was the best surprise of my life," she said. "It actually felt that I was living a dream. Thanks to everyone!"

Hernandez plans to spend more time with her grandchildren and helping her parents.

*(L-R): IDC Latin Sales VP **Filomena de Freitas** who helped coordinate the retirement celebration; **Doris Hernandez** and IDC Latin America Group VP **Ricardo Villate**.*

Happy Retirement!

*Members of **Doris Hernandez'** family from New York made the trip to Miami to surprise her.*

DORIS LOVE YOU

*IDC Latin America staff joined in the celebration along with SVP Worldwide Tracker Research **Eric Prothero** (green polo shirt next to Doris Hernandez), who worked for IDC Latin America earlier in his career.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Silvia Bassi *Brasileiros Editora*
Cathy Kelly *IDC*
Josh London *IDG*
Gabriella Meijnckens *IDG Netherlands*
Karsten Schmidt *IDG Germany*
Aqsa Tariq *Rasala Publications*
Lisa-Marie Thaden *IDG Germany*
Vincent van Beek *IDG Netherlands*
Sander van der Meijs *IDG Netherlands*
Maringo Vlijter *IDG Netherlands*
Rogier Warnink *IDG Netherlands*

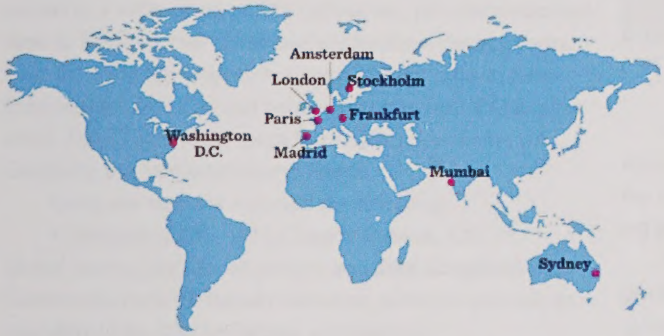
IDG World Update

EMPLOYEE NEWS AND INFORMATION

17 JULY 2017 | VOLUME 47, NUMBER 29 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | COMMUNITY - *page 8*

IDG launches first nine-country same-day event: IDG Security Day



The global, cross-functional initiative brought together marketing, events, sales, and editorial teams to showcase IDG as a global thought leader on an important issue facing many customers.

SEE MORE ON PAGE 4

Also inside

IDG Sales Excellence, Compass programs travel to the U.K.

One on One: IDC Central Asia Managing Director Andrew Beklemishev

IDG Communications U.S.' new Security Priorities study rounds out research portfolio.

SEE MORE ON PAGE 6

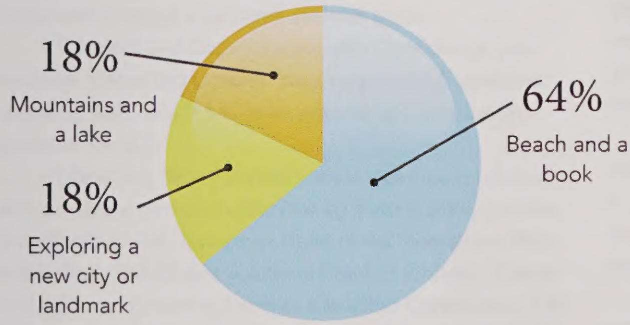
IDG SECURITY DAY
#IDGSecurityDay
IDG

Spanning the globe: A photo array from the June 21 IDG Security Day conferences.

SEE MORE ON PAGE 8

Question of the week results

Your idea of a great vacation?



Log on to www.idgcentral.com to vote on this week's question:

How long does it take you to get to your regular work location?

CLICK HERE

Enter the 2018 photo calendar contest

2017
Employee Calendar
IDG

Calling all IDG/IDC photographers! Enter your two best shots in IDG's 34th Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 15, 2017. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

IDG Compass, Sales Excellence travel to U.K.

The U.S. IDG Training and Development team pointed its compass east and headed for Europe for the latest edition of its Compass and Sales Excellence training programs. The two-day sessions were held in June in Windsor, U.K.. It was the first Compass program to be held in Europe since 2014, "so we were extremely excited to be holding it there once again," said IDG Training and HR Project Specialist **Carolyn Yanuskiewicz**.

The Compass program, targeted to employees who have been with the company for one to five years, was created to help participants better understand IDG, give them access to a wide range of IDG colleagues, provide dedicated time to focus on their continued professional development, help them identify ways to continue to contribute to their business unit and IDG and enhance their overall IDG experience. The 27 attendees came from IDG offices in the U.K., Germany, the Netherlands and France.

Compass sessions included the following:

- Navigating IDG, led by **Laurie Butson**, IDG VP, global training and development; and **Sara Scogland**, IDG Communications VP, human resources, aimed to provide an overview of the IDG landscape and business.
- Hot Topics, Cool Ideas, which looked at a variety of innovative programs happening across IDG, conducted by **Justin Ellis**, global head of creative strategy, IDG Strategic Marketing Services; **Ashleigh Macro**, engagement editor, IDG U.K.; and **Damian Madden**, VP, global sales, IDG Connect.
- Personal Branding in which IDG CMO **Josh London** discussed building a personal online presence. The session was new to this year's Compass, and London tasked participants with creating a personal elevator pitch.
- Connect and Communicate with Confidence, professional trainer Lau Lapides' class on polishing confident speaking skills, which has been popular at Compass programs in the U.S.
- Managing Your Personal Career was a panel discussion on career growth moderated by Butson with panelists including IDG U.K. European Head of Ad Operations **Richard Bailey**, IDG Global Solutions Head of Strategic Clients and Alliance Marketing Services **Christina Carstensen**, IDG U.K. and IDG U.S. Editorial Director **Matt Egan** and IDG Connect International Managing Director **Matt Smith**.

Attendees were also divided into teams and asked to work on an idea they would like to see happen at IDG across multiple business units; develop that idea, its audiences and finances; and then pitch it to the class.

In addition to learning more about IDG's business, participants in the IDG Compass program had opportunities to learn new skills to enhance their professional development.

One participant said Compass provided "great insight about the idea of IDG on a high level," while another said the course was "very interesting and inspiring, and I'll be taking a lot of tips back home."

Once Compass ended, the IDG Sales Excellence program began the next day at the same location. Part of IDG's Sales University program, Sales Excellence is a two-day, nomination-based program for IDG sales employees covering many core sales skill areas. There were 26 participants from the U.K., Germany, Sweden, Spain and the Netherlands; it was the second time Sales Excellence had been held in Europe.

"Throughout this program, participants had the benefit of learning from internal and external experts," Yanuskiewicz said. "The goal is to give participants a in-depth exploration of core sales skills, an opportunity to practice key concepts presented throughout the session, a chance for self-assessment to help plan for continued personal sales development and an expanded network of sales peers." Sales Excellence programs components included the following:

- A market and industry overview from IDG CEO **Michael Friedenberg**.
- Chat with the CMO, in which Josh London discussed the IDG core pitch and how to get higher-level meetings with clients.
- Consultative Selling with consultant Melanie Roberts who looked at ways to effectively identify and influence buyers.
- Projecting a Powerful Presence and Pitch, in which trainer Lau Lapides provided tools to enhance sales-pitch presentations.

continued on page 7

OneonOne

Andrew Beklemishev

IDC Central Asia

The regional director of Central Asia, Azerbaijan & Mongolia is this week's columnist. Reach him at abeklemishev@idc.com.

> "A brand recognition we built through events started to translate into more and more business with CIOs of large corporations and governments. The IDC CIO Summit, a high-level multi-day event we have hosted for five years, is an example."

Q What countries does this region cover?

A The region I am responsible for now covers seven countries: the five "stans," as we call them: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan plus Azerbaijan and Mongolia.

Q Can you give us a snapshot of the region's IT market and areas poised for growth?

A The IT markets it this region are not as developed as most of the markets in the larger EMEA region. The bulk of the spending, over 80% on average, is still on hardware with software and services taking a very small share. For example, in most developed markets in Europe hardware spending accounts for less than 50%. That's a big difference. This means that we are yet to experience the fast growth fueled by the 3rd Platform technologies in this part of the world.

Q Does this mean cloud and mobility solutions are not there yet?

A They are, of course, but to a smaller extent. Many consumers use cloud and mobile services provided by Google and Apple. There is an Apple App Store localized for Kazakhstan, for example. Uber is very popular. Microsoft is pushing Office 365 aggressively. However, uptake of Microsoft Azure or Amazon's cloud services is very low. More importantly, there are virtually no local cloud offerings. There are many reasons for the slow transition to the 3rd Platform but the main reason in my opinion is the shortage of well-educated, forward-thinking CIOs. Essentially, we see more adoption in the consumer segment and less in the corporate segment. The situation is changing every day, but slowly.

Q What are the key priorities for IDC given the region's slow move to the 3rd Platform?

A I see an opportunity. We have been helping our international clients to convey the message of the changing market environment for a few years now through our events. We are also keen to offer help to our local clients on this journey to the 3rd Platform. We are working with the CIOs from large oil and gas companies, like Kazmunaygas, the national oil and gas company of Kazakhstan to guide them on their journey to implement 3rd Platform technologies through our IT Executive Program subscription. We are also working with governments to help shape their digital agenda.

Q What are some projects you have recently done for governments in the region?

A Perhaps the most notable project we have recently completed for the government is the Smart City Strategy for the mayor's office of Almaty in Kazakhstan. The project started in August 2016 and was delivered in February 2017. It included an assessment of the current situation using IDC's Smart City Maturity Model tested in over 500 cities globally, followed by a benchmarking analysis against 20 global best practice cases and an implementation Master Plan. This was a great collaboration exercise of IDC teams across the globe led by **Ruthbea Clarke**, head of IDC Global Smart Cities program, that included experts from the U.S., Canada, EMEA and APAC.

Q When you opened IDC's office in Kazakhstan in 2007, IDC's competitors were not active in the region. Has this changed?

A This did change, indeed. We now have Gartner selling its subscription service to companies in the region. We also see more competition in the events segment from local companies that are trying to replicate our model but at a lower price. I believe this is not sustainable in the long run, but we are feeling this pressure, especially when we see vendors cut their marketing budgets.

Q Over the past decade, what have been top significant changes to the business?

A The biggest change was the shift from largely an events-oriented business model to one more focused on consulting and subscription-based engagements with local companies. A brand recognition we built through events started to translate into more and more business with CIOs of large corporations and governments. The IDC CIO Summit, a high-level multi-day event we have hosted for five years, is one example. IDC is now a trusted provider of advisory services, market intelligence and strategic consulting. In addition to the Smart City Almaty project I mentioned is our engagement with the government of Kazakhstan on the Digital Kazakhstan national strategy that included consulting services to the National ICT Holding Zerde and numerous presentations to the prime minister. The participation of IDC SVP **Steven Frantzen**, on the Board of Trustees of National Innovation Technology Fund, chaired by the president of Kazakhstan, is a recognition of IDC's status. I expect this success to continue in Kazakhstan and look forward to replicating it in other countries. ■

IDG Security Day takes place in nine global markets on a single day

The longest day of the year in the northern hemisphere — June 21, also known as the Summer Solstice — served as the backdrop for an IT security market first: IDG Security Day. The event, which took place in nine markets around the world, followed the sun from Sydney, Australia, to Washington, D.C., with additional stops in Mumbai, Frankfurt, Stockholm, Amsterdam, Paris, London and Madrid.

IDG Security Day had its genesis at an International Managers Meeting back in October 2015 when IDG Spain Managing Director **Manuel Pastor** broached the idea during a roundtable discussion. "One of IDG's strengths is being everywhere around the globe," Pastor said. "I suggested we take advantage of that and create a global event that would take place on the same day all around the world, and security seemed like a topic of great interest in the market worldwide. Members of the IDG Management Team who were at the Prague meeting received the idea with enthusiasm and supported it. From there, IDG Global Solutions, the IDG Marketing team and the local countries started working together to give shape to this global event."

"It was our ambition to cover security from a global standpoint and have a single event on one day where we came together to review the issues facing IT and business leaders today," explained IDG Global Solutions Events Director **Briony Rowe**, who coordinated the program to ensure consistency across the series and led the sales efforts for IDG Global Solutions. "Ever-increasing threats and cyberattacks are, of course, important concerns, but so is the need for compliance, particularly with GDPR [General Data Protection Regulation] becoming effective next May in the EU. IDG, with offices and partners around the world, is uniquely positioned to deliver this type of same-day global event."

ORACLE
JUNIPER
aruba
Akamai
hp
KASPERSKY
SOPHOS
gemalto
IDG SECURITY DAY
#IDGSecurityDay

*IDG Spain Managing Director **Manuel Pastor** suggested the idea for a global event focused on security at a 2015 International Managers Meeting.*

SECURIT
IDG SECURITY DAY LONDON
Closing panel
The future of the CISO

*CIO Editor **Edward Qualtrough** at the podium during IDG U.K.'s IDG Security Day event.*

"This pan-IDG event was truly a cross-functional one, bringing together marketing, events, sales, and editorial teams to showcase IDG as a global thought leader on this important issue facing many of IDG's customers," noted **Jenny Fahlbush**, VP, Marketing. "For next year's event, we will get out in the market even earlier to leverage increased sponsorship and community engagement opportunities and build an even stronger brand around IDG Security Day," she added.

> "Security Day is a perfect example of how IDG can leverage our deep vertical tech expertise at global scale. Hopefully this is the first of many initiatives where we can bring local expertise with global reach for our readers and customers."
>
> *Michael Friedenberg*

While each of the events was tweaked to reflect the local preferences for such things as timing and structure of the agenda, all of the events shared a number of important characteristics. Only the most senior decision

continued on page 6

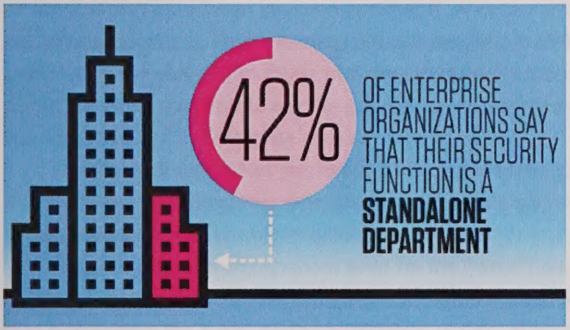
IDG's Security Priorities study rounds out research portfolio

IDG's 2017 Security Priorities study identifies the individuals involved in security strategy within organizations, what they're investing in and where they want to focus their investments and time in the future. The study, which was released in April, was conducted to fill a gap in IDG's research portfolio and as a way to support sponsorship sales for IDG's recent U.S. SecurIT event. This event was part of IDG Security Day which was held last month in nine international cities.

IDG and CSO have conducted security overview studies such as the State of the CSO in the past, said IDG Marketing and Research Specialist **Stacey Raap**, "but we recently recognized a hole in our research portfolio when it came to security. A majority of our technology-focused studies, such as cloud and data and analytics, touch upon security aspects of those specific technologies, but they never went in depth on the overall security landscape."

Raap said the goal of the research was to understand security projects that organizations are focused on in the coming year, in addition to the issues that will demand the most time and thought from IT and security teams. Different sections of the presentation focus on security strategies, the security technologies that organizations are investing in and the challenges that are taking security executives' time away from strategic issues. Some of its key findings include the following:

- 42% of the companies surveyed anticipate an increase in security budgets over the next 12 months.
- Organizations are actively researching cloud- and analytics-focused security solutions, such as behavior monitoring and analysis, cloud-based cybersecurity services, cloud access security brokers and data-loss prevention tools.
- 66% of enterprise organizations (1,000-plus employees) have a CSO/CISO position, compared to 34% of SMBs (companies with fewer than 1,000 employees).
- 28% of organizations report that big data analytics is a new or potential area for security investment.



An executive summary of IDG's Security Priorities survey can be downloaded at IDGEnterprise.com.

IDG WORLD UPDATE

*Among the members of the IDG Marketing team responsible for IDG's 2017 Security Priorities studies were (l-r): Marketing and Research Specialist **Stacey Raap**; VP of Marketing **Sue Yanovitch**; and Marketing Director **Lynn Holmlund**.*

"This research appeals to a variety of audiences," Raap said. "One is technology marketers who are interested in learning more about the challenges and priorities of their target customers and the overall security marketplace. The goal of the research is to help them understand how to effectively market their security solutions by better understanding their customers' goals," Raap said. "We posted sample slides and an executive summary, but in order to receive the full results they must meet with their IDG sales representative who will walk them through the results and help them understand what the data means for them."

> "We posted sample slides and an executive summary, but in order to receive the full results [technology marketers] must meet with their IDG sales representative who will walk them through the results and help them understand what the data means for them."
>
> *Stacey Raap*

Another audience is security and IT decision makers who are interested in participating in the survey in order to benchmark their efforts against those of their peers. One of the incentives to participate in the study — along with entering a sweepstakes to win a $500 cash prize — is that they receive an executive summary of the results. Raap said

continued on page 6

continued from page 4

IDG Security Day

makers were recruited to participate. "We were quite rigid about maintaining a strong focus on CISO/CSO/security director-level titles, which really set our program apart from others in the market," Rowe explained. "There was also a lot of commonality around the themes/topics covered in the agenda, which was influenced by our global advisory board. And thanks to our marketing team, the look and feel of each event was very similar."

Haley Pollard, marketing coordinator at IDG Marketing, headed the effort to synchronize the global social media effort that supported IDG Security Day. The strategy, which included pre-, during and post-event messaging, featured the hashtag #IDGSecurityDay, which was used on all marketing materials across the nine countries that participated in the event. Pollard shared messaging as a starting point during each phase of the project and each business unit was encouraged to develop market-specific messaging that would resonate locally using the framework provided by IDG Marketing to deliver global consistency.

*IDG Marketing VP **Jenny Fahlbush** (left) and IDG Global Solutions Events Director **Briony Rowe** spearheaded the effort to coordinate the nine events.*

According to **Justin Ellis**, head of creative strategy, IDG Strategic Marketing Services, who tracked the performance of the #IDGSecurityDay hashtag, users posted more than 1,019 comments with an estimated 4,200,641impressions.

To help identify the key security issues across Europe, the U.S. and Asia/Pacific, organizers recruited an eight-member advisory board comprising security experts from the U.S., Spain, Germany and India. "Our advisory board was also instrumental in highlighting some of the leading speakers for these regions," Rowe noted.

Falhbush and Rowe hosted bi-weekly conference calls with the project leads from across all nine markets to share information, best practices, updates on sales opportunities locally and globally and facilitate collaboration between the functional and geographic spread of the various participants.

Sponsor sales were handled both by the local sales teams and IDG Global Solutions, which worked with clients interested in sponsoring multiple events. "All the sales teams collaborated to keep our IDG Security Day global steering committee up to date on the status of sales opportunities so we could take advantage of the global nature of the event," Fahlbush noted. Sponsors represented a broad spectrum of companies including DarkTrace, Unisys, NTT Security, Delphi, Secure Link, HP, IBM, Oracle, Hewlett Packard Enterprise Company, Akamai, Juniper, McAfee and many more.

"Overall, the day was an incredible success with some fantastic results for a year one launch," Rowe said.

"Security Day is a perfect example of how IDG can leverage our deep vertical tech expertise at global scale," noted IDG CEO **Michael Friedenberg**. "Hopefully this is the first of many initiatives where we can bring local expertise with global reach for our readers and customers."

For more information, contact Jenny Fahlbush or Briony Rowe. ■

continued from page 5

Security survey

that in order to participate, respondents must have been involved in at least one stage of the purchase process for security products or services and have been involved in either IT or corporate/physical security solutions. This screening process resulted in 694 people completing the survey. For those who are interested in learning about the latest security trends, the executive summary is available for download at IDGEnterprise.com.

The research was rolled out to the IDG sales team by CSO SVP and Publisher **Bob Bragdon**, who explained the data and tied the survey results back to security market trends.

"As a way to promote sponsor sales for the SecurIT event [as Security Day was called in the U.S.], we distributed a press release that highlighted the event and also created a variety of social promotions on Twitter and Facebook that tied together the research and SecurIT," Raap said.

The study was also promoted via blog posts and IDG's monthly marketing newsletter, MarketingFit. Promotions are linked back to the executive summary.

From questionnaire development to presentation and design, the study took approximately four months to put together. Chief Revenue Officer **Brian Glynn**; IDGE SVP, General Manager, IDG Events/CEC & Publisher, CIO **Adam Dennison** and Bragdon assisted with questionnaire development and the rollout of the study. Raap was the project manager and did the primary analysis of the data, VP of Marketing **Sue Yanovitch** provided research insight, Marketing Director **Lynn Holmlund** managed the study's public relations and Research Director **Jen Garofalo** worked on questionnaire development, while Marketing Designer **Stephanie Brockway** focused on the presentation design.

For more information contact Stacey Raap. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Susan Searle *IDG Australia*

29
Judy Callahan *IDG Corporate Services Group*

23
Fay Harward *IDG U.K.*

19
Meredith Whalen *IDC*

17
Linus Wolter *IDG Sweden*

12
Caroline Mewing *IDG Communications U.S.*

10
Dulce Enriquez *IDC Mexico*

9
Terry Mattheoyianni *IDC Greece*
Ruth Flynn *IDC*

8
Jebin George *IDC MEA*
Yvonne Koo *IDC Malaysia*

7
Susana Santos *IDC U.K.*
Chris Zhang *IDC Singapore*

6
Cherie Mak *IDC Hong Kong*
Cynthia Burghard *IDC*

5
Shahnawas Latiff *IDC India*

4
Bryce Larsen *IDC*

3
Laura Castilo *IDC Spain*
Rui Flora *IDC U.K.*
Elina Belova *IDC Russia*
Eduardo Silva *IDG Australia*

2
Pavan Metri *IDC India*
Rakesh Kalyankar *IDC Singapore*

1
Klara Jelikanova *IDC CEMA*
Jakub Cajka *IDC CEMA*
Ondrej Slosarek *IDC CEMA*
Alina Georgescu *IDC Romania*
Mohammed Shelbaieh *IDC Saudi Arabia*
Johnny Zhou *IDC China*
Syed Shabi Hussain *IDC India*
William Lee *IDC Singapore*
Geoffery Oliveira *IDC*
Shannon Smith *IDC*
Sarah Ieroianni *IDG Australia*

IDG
Tech & Marketing Newsletter

IDG Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Business Value Exchange Models Future of Content Marketing (IDG)

B2B Influencer Marketing Is Becoming a Thing. Why? (Skyward)

Analysts Downgrade Entire Ad Sector, Cite Media Fragmentation (MediaPost)

Programmatic Buying Declines 12% In Q1 (MediaPost)

Facebook is Getting Ready to Test Paid Subscriptions with Publications (Digiday)

continued from page 2

Training

One of the case study groups for the Sales Excellence Program included IDG U.K. Strategic Partnerships Director ***Gemma Rollason****, IDG Sweden Account Manager* ***Emelie Mårtensson****, IDG U.K. Strategic Partnerships Director* ***Jonny Busse****, IDG Connect EMEA Account Director and ABM Specialist* ***Samar Kidwai****, IDG Netherlands Client Service Manager* ***Sander Niers*** *and IDG Sweden Key Account Manager* ***Lars Peterson****.*

- In the aptly named Your Biggest Questions -- Answered! session, a panel consisting of IDG U.K. and Sweden CEO and Managing Director **Kit Gould**, IDG Global Services CEO **Kumaran Ramanathan** and IDG Connect International Managing Director **Matt Smith** answered participant-submitted questions on a variety of different areas including, best sales techniques and practices and ways to better collaborate across sales teams.
- The Sales Problem Solvers session involved three rotating, unstructured table discussions on key IDG sales topics including Telling the IDG Global Story, Demand Gen/Alliance-Based Marketing and Developing Program Ideas/Content Marketing Solutions. IDG sales experts included IDG U.K. Publishing Director **Luc Borg**, IDG Connect VP/Global Sales **Damian Madden** and IDG Global Solutions SVP **Neil Michael**.

Like the Compass program, Sales Excellence students were tasked with completing and presenting a case study on how they would pitch a U.S.-based tech company's launch of an analytics management product in the EMEA market. The case study, new this year, was created by Melanie Robert and IGS's Neil Michael.

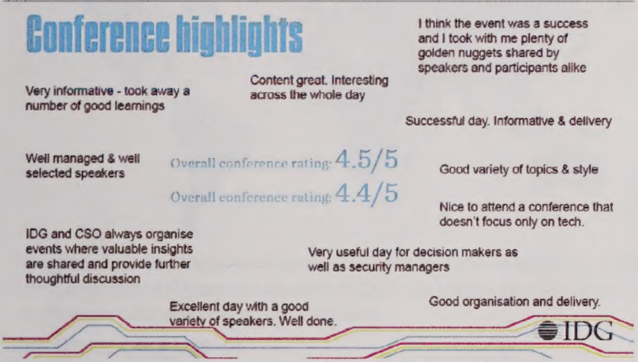
IDG U.K. Strategic Partnerships Director **Gemma Rollason** said one of the most useful elements of the Sales Excellence course was spending time with people outside of her own office — not just from other countries, but also from other U.K. businesses such as IGS and Connect. "There are so many different arms to IDG that it's easy to get a bit of tunnel vision, so it's really useful on a business level to be able to get together and discuss issues we may be having and swap ideas," she said.

Contact Carolyn Yanuskiewicz. ■

More from IDG Security Day

IDG SECURITY DAY
TEAM IDG DIA
June 21 | Mumbai, India
#IDGSecurityDay
IDG SECURITY DAY
IDG SECURITY
TEAM IDG
June 21 | Mumbai, India
#IDGSecurityDay

The IDG India IDG Security Day team.



Conference highlights

Very informative - took away a number of good learnings

Content great. Interesting across the whole day

I think the event was a success and I took with me plenty of golden nuggets shared by speakers and participants alike

Successful day. Informative & delivery

Well managed & well selected speakers

Overall conference rating: 4.5/5

Overall conference rating: 4.4/5

Good variety of topics & style

Nice to attend a conference that doesn't focus only on tech.

IDG and CSO always organise events where valuable insights are shared and provide further thoughtful discussion

Very useful day for decision makers as well as security managers

Excellent day with a good variety of speakers. Well done.

Good organisation and delivery.

IDG

Feedback from attendees at IDG Australia's Security Day event was extremely positive.

IDG SECURITY DAY
21 JUNI
IDG

*IDG Sweden's Security Day team included (L-R): **Caroline Askheim**, project manager; **Rebecca Klüger**, project manager; **Anna Nilsson**, event director; **Emmy Jonsson**, program manager; **Alexandra Heymowska**, editor-in-chief, CIO Sweden.*

ORACLE
juniper
aruba
IDG SECURITY DAY
#IDGSecurityDay
IDG

*Members of IDG Spain's Security Day team included (back, l-r): **Sergio Quero**, IDG sales; **Julio Benedetti**, IDG sales director; **Juan Marquez**, IDG video production; and **Mario Moreno**, writer. Front (l-r): **Marlon Molino**, IDG University manager; **Andrea Benito**, writer; **Nasti Morales**, events logistics; and **Maite Alda**, IDG sales department.*

*IDG's U.S. Security Day team included: (front row, l-r): **Patricia Veerasamy**, event coordinator, **Grace Moy**, account director, **Anne McCrory**, group VP, Events; **Brittany Angel**, registration coordinator. Back row, l-r: **Mike McGoldrick**, VP Events; **Kathryn Marston**, VP, Client Experience, CIO Executive Council; **Bob Bragdon**, SVP/publisher, CSO; **Deb Begreen**, senior director, Events; **Derek Hulitzky**, VP, Content Development & Strategy, CSO; **Mollie Moran**, content specialist; **Becky Bogart**, integrated account director.*

» IDG CONNECT LOOKING FOR DIGITAL PROGRAMMATIC SPECIALIST IN U.K. PAGE 2

IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 JULY 2017 | VOLUME 47, NUMBER 28 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDC China extends Directions to almost 50,000 online attendees

For the first time, IDC China offered a livestream of its annual Directions conference, achieving a record attendance for the June 13 event with more than 360 onsite attendees and almost 50,000 tuning in online.

SEE MORE ON PAGE 5

Also inside

Take the IDG News Service survey and win a prize

One on One: IDG VP Technology, CIO Nancy Newkirk offers tips on safe computing

Freemium Plus-Lite helps IDG Germany upsell gated content

IDC
Internet of Things Conference

IDC, Vernon Turner and Carrie MacGillivray honored by Onalytica for IoT coverage.

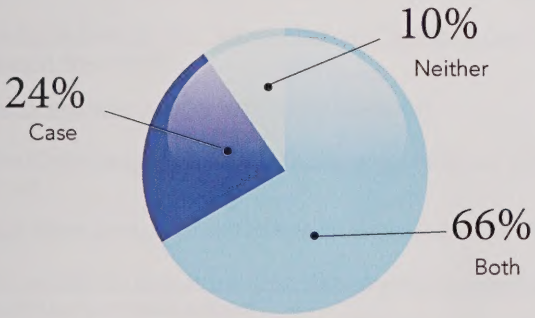
SEE MORE ON PAGE 2

Unsung hero: Laura Askew, project manager at IDG Connect International is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you have a case and a screen protector on your phone?



Log on to www.idgcentral.com to vote on this week's question:

Your idea of a great vacation?

CLICK HERE

Enter the 2018 photo calendar contest

2017
Employee Calendar
IDG

Calling all IDG/IDC photographers! Enter your two best shots in IDG's 34th Annual Employee Photo Calendar Contest. The calendar, which is mailed to all IDG-affiliated offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — some spending money. First, second and third prize winners will receive $300, $200 and $150, respectively.

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. But please, no panoramic-width photographs. Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com. Entries must be received by Sept. 15, 2017. Please direct any questions to IDG World Update editors Patricia Smith or Penny Winn.

IDC, Vernon Turner and Carrie MacGillivray honored for IoT coverage

IDC
Analyze the Future
Internet of Things Conference
he Next Frontier for Innovation, Competition.

***Vernon Turner** and **Carrie MacGillivray** were honored by Onalytica.*

IDC has been named as one of the top 10 organizations covering the Internet of Things (IoT) by Onalytica. In addition, IDC Fellow **Vernon Turner** and Program Vice President **Carrie MacGillivray** were named among the top 100 IoT influencers by Onalytica in its recently published IoT 2017 Top 100 Influencers, Brands and Publications.

To assess influence on the topic of IoT, Onalytica reviewed nearly 11 million tweets from Jan. 1 to June 7, 2017, looking for mentions of IoT, then identified the top 100 individuals, brands and publications among those leading the discussions.

Turner and MacGillivray co-founded the IoT research domain at IDC, and their research portfolios encompass a wide range of topics and industries. They bring more than 50 years of combined experience to IDC's IoT and mobility research.

"IoT is a fast-changing market initiative; there is never a shortage of IoT-related information to learn, analyze and contribute," said Turner. "We are seeing whole industries come alive and revise their entire value proposition, all because IoT has given them insights like never before. How could you not be excited about the future?"

"Throughout my career as an analyst, no other market I've covered has captured such vast interest and investment like IoT. We see outstanding innovation happening across the technology ecosystem from hardware to software vendors to services and connectivity providers," said MacGillivray. "However, it's the consumers, businesses and governments that are embracing IoT as a key enabler of digital transformation that is making this market truly unique."

View the entire list of IoT influencers here.

Learn more about IDC's IoT research here. ■

IDG
Tech & Marketing Newsletter

IDG Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Germany Prepares for Cyberattacks Ahead of G20 Summit
(Reuters)

Microsoft Calls On Tech Industry To Form 'Digital' Geneva Convention (MediaPost)

Beach Reads for Techies 2017 (Computerworld)

The Challenges of Reaching an Omnichannel Audience (eMarketer)

Wall Street Journal to Slash International Print Runs (The Drum)

China's Alibaba Debuts Low-Cost Voice Assistant Speaker to Rival Amazon's (VentureBeat)

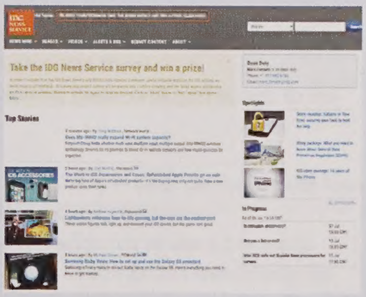
Accenture is Touting an AI-Driven Programmatic Video Ad (Digiday)

Verizon Reportedly Wants To Rent Data From Rivals For Ad Targeting
(MediaPost)

IDG Connect looking for digital programmatic specialist in U.K.

IDG Connect has an opening for a Digital Programmatic Specialist in its Staines, U.K., office. The role is ideal for an individual with at least six months programmatic display experience and with a data-driven background with strong analytic skills and an interest in working within the fastest growing division of the company. Position requires strong English-language skills, experience with Microsoft Office, advanced understanding of Excel formulas and familiarity using DFP or another demand-side platform for running programmatic campaigns. A more complete job description is available on IDG Central. For more information, contact Jordan Moss, senior program manager, IDG Connect.

Take the IDG News Service survey and you could win a prize!



In order to ensure that the IDG News Service and IDGNS.com remains a useful resource, the News Service needs your feedback! All survey respondent names will be placed into a lottery drawing, and the lucky winner will receive an iPod Nano, or wireless Bluetooth airbuds for Apple or Android devices! Click on this link. Or, go the IDGNS.com homepage and click on the link there. ■

OneonOne

Nancy Newkirk

IDG

The IDG VP of Technology/CIO is this week's columnist. Reach her at nancy_newkirk@idg.com.

> "If you email a spreadsheet of IDG event attendee names, email and phone numbers to your personal email to work on, can you guarantee that data is secure? Are you ready to answer to lawyers and to the state's attorney general about the security controls and processes you have in place to protect the data you store in non-IDG managed technologies?"

Q Does IDG have a policy on mingling personal and work email, calendars, bookmarks, etc.?

A Yes. It is against IDG policy (employee handbook) to use IDG technologies for personal reasons and to use personal technologies for business reasons (except in cases like mobile devices where IDG has legal agreements in place with employees to cover the use).

If you store personal data on IDG technology, that is potentially a security issue for you. It can allow IDG personnel to look at your personal data. We don't do it regularly, but legal discovery and other actions may require HR to read them or give your emails and calendar to lawyers to read. Take a look at your email — are there personal things you wouldn't want your manager or HR or some lawyer to read? You can create a free email and calendar account at Google or other sites and separate your worlds.

If you store IDG data on personal technology, that is potentially a security issue for IDG. We want IDG data stored on technologies that IDG IT can administer so that we are in control of the security practices. If you email a spreadsheet of IDG event attendee names, email and phone numbers to your personal email to work on, or store it in a personal storage like Google Drive, can you guarantee that data is secure? If that information is accessed improperly, would you know? Are you ready to answer to lawyers and to the state's attorney general about the security controls and processes you have in place to protect the data you store in non-IDG managed technologies? Storing data in non-IDG managed technologies puts you and IDG in the hot seat.

Q What are some best practices for creating and managing passwords?

A Here are a few:
- Use a pass phrase rather than a password. Something like: W0rk1sFun! Or F@llismyfavoriteseas0n.
- Don't use simple or common passwords like "password01" or "Spring2016!."
- Don't use names of family, pets, your hometown or anything else that people can find on social media.
- Change (don't just tweak) your passwords at least once or twice a year.
- Don't use autocomplete or site options to remember passwords on sites containing personal or financial data or IDG data. Use unique passwords for any site or app that contains private data.
- Never use the same passwords for work and personal life.
- Never reuse old passwords.
- For security questions, use answers that only you know. Often, you can do that by adding a word. For example, if your favorite color is blue, make your answer "blue aster" or "twilight blue."
- Use an app to record passwords and security questions/answers — that way you can use more complex passwords and more obscure answers.

Q Can you give us an idea of the volume of phishing or spam-related material that IDG's security software catches before it gets to employees' inboxes?

A We have a few different layers of protection based on Microsoft and other vendor's rules and experience and options we select regarding attachments and links. The first layer deletes emails that are obviously spam or phishing. Second is the layer that gets quarantined and is available to you to review, and third is the layer that delivers to your junk folder. Right now, about 60% of our received mail passes through those filters to your inbox. Junk-like emails can still end up in your inbox, but usually those are not spam or phishing — they are legitimate but unwanted emails. Even with these multiple layers, we still see some phishing emails delivered to the inbox. When employees report phishing emails to their helpdesk we use that information to work with our vendors to improve the filters.

Q What are some of the most common security issues?

A Passwords, phishing and social engineering:
- People responding to phishing or other social engineering schemes, and exposing their passwords.
- People using such common passwords that the bad guys can guess them.
- People sharing passwords and access to systems.

Devices:
- Sharing computers — each person should have a unique login to the computer.
- Allowing family/friends to use a company-issued laptop. IDG computers should only be used for business reasons. Careless handling of devices — losing them or having them stolen.

continued on page 7

Freemium Plus-Lite lets users access selected gated content, encourages customer upselling

IDG Germany last month launched Freemium Plus-Lite, a platform developed in-house that allows readers to access selected gated content with a free registration and serves as a tool to encourage them to pay for access to the company's traditional gated content. The platform was developed by IDG Germany with the Czech-German software firm Mineus.

IDG Germany has two types of business models for the content it creates, according to PC Welt and Macwelt Online Editor-in-chief **Christian Löbering**. The first is performance content, aimed at increasing the reach of its webpages to audiences with buying power. Performance content drives third-party revenues and real-time ad network bidding and is the main focus of IDG Germany's B2C content production. The second model is content for user revenue or paid content. However, these two types of content have differing requirements, Löbering said.

Performance content — which can include news, reviews, how-to's, tips and videos, etc. — needs to be freely accessible on the web. It must also be trackable on all major analytics platforms (reach, engagement and monetization) as well as optimized for all major distribution platforms (search, social media, YouTube, etc.) because its success scales with reach, engagement and the buying power of the targeted audience.

Paid content, however, cannot be freely accessible on the Web and needs to be gated. Besides exclusivity, a user is mainly paying for the convenience and packaging of the paid content, which can include on- and offline bundled specials, apps and content optimized for mobile devices. According to Löbering, IDG Germany's paid content infrastructure is three years old and largely consists of its print magazines that have been converted to XML digital formats to make them conveniently available on IDG Germany's PC Welt and Macwelt magazine sites and their related apps. Also falling under the paid-content banner are IDG Germany's digital specials in which online articles on certain topics are repackaged and distributed through the paid-content channels. Recent examples include "The Complete Smart-Home Guide" and "WWDC: Products and Innovations."

In order to build a bridge between the two types of content IDG Germany created its Freemium Plus-Lite product.

The team behind IDG Germany's Freemium Plus-Lite included (l-r): PC Welt and Macwelt Online Editor-in-chief ***Christian Löbering****, Portal Management and Analytics VP* ***Markus Pilzweger*** *and Product Marketing Director* ***Mirja Wagner****.*

Using Freemium Plus-Lite selected IDG Germany print articles (such as this one) that are not used as performance content are gated behind a simple registration wall. Users must create a free account (or use an existing paid account) to access this content. To create the account users must supply a name, email address and a password and agree to a double opt-in authentication, which allows the user to log in from any device (and allows IDG Germany to track the user without cookies) to see gated content on IDG Germany's sites, digital magazines and its magazine apps. This free account opens the gate to all of IDG Germany's

> "We needed to be able to increase the marketing touchpoints of our paid content while lowering the bar for registration."
>
> *Christian Löbering*

continued on page 6

IDC China extends reach of Directions conference to almost 50,000 online attendees

For the first time at its annual IDC Directions conference, IDC China made available a video and audio livestream and achieved record attendance for the June 13 event, with more than 360 attendees on-site in Beijing and close to 50,000 joining online.

"This overwhelming response is a clear testament to the market's keen interest in the conference, where IDC shares the latest trends, challenges and insights into innovations in China's ICT industry with ICT partners, vendors, CIOs, end users and industry experts," said IDC China Managing Director **Kitty Fok**.

In his opening remarks, **Brett Bing Liu**, director and VP of China Oceanwide Holding Group Co., Ltd., and president and chairman of the Executive Committee of IDG, shared his outlook on IDC's future following this year's acquisition by China Oceanwide.

"Technology is the center of digital economy and it has become the core strategy of enterprises and countries to succeed," he said. "IDC, as part of IDG's core business, is the world's leading technology market research and consulting institution, and we know this industry has a huge growth potential. With China Oceanwide's acquisition, IDC will remain as a fully independent business unit and will operate with the greatest autonomy. IDC will remain committed to adhere to the independence and objectivity of its research and will provide the most accurate and objective market data, analysis and insights for industry users."

IDC
Analyze the Future
重新定义技术产业
数字化转型经济的崛起
IDC

***Brett Bing Liu**, director and VP of China Oceanwide Holding Group Co., Ltd., and president and chairman of the Executive Committee of IDG, welcomed attendees to last month's Directions conference in Beijing.*

重新定义技术产业
数字化转型经济的

***Kitty Fok**, managing director of IDC China, cited the "overwhelming response" to IDC's livestream of its recent Directions conference in Beijing as "a clear testament to the market's keen interest in the conference."*

Under the theme "Tech Industry Redefined: The Rise of DX Economy," IDC China analysts tackled topics such as opportunities in China 's Digital Transformation (DX) Economy, IoT Strategy, Gaming, AR/VR, Cognitive @ AI, Cloud 2.0, Telecommunications and Factory of the Future.

> "IDC, as part of IDG's core business, is the world's leading technology market research and consulting institution, and we know this industry has a huge growth potential. With China Oceanwide's acquisition, IDC will remain as a fully independent business unit and will operate with the greatest autonomy."
>
> *Brett Bing Liu*

"3rd Platform technology adoption will continue to accelerate the shift to a DX economy and the birth of digital natives," Fok said. "In this new economy, enterprises will be measured based on their ability to meet the whole new set of demanding performance benchmarks enabled by DX-fueled technologies."

For more information contact Kitty Fok or Senior Marketing Executive Maggie Xie. ■

noteworthypeople

Promotions

Johnson

CIO Events Editor-in-chief **Maryfran Johnson** has been promoted to a newly expanded role as executive director, CIO Programs. "The CIO Executive Council (CEC) and IDG Events were brought together in order to find new areas for collaboration and to enhance the customer experience of both members and attendees," said IDG Enterprise SVP, General Manager, IDG Events/CEC & Publisher, CIO **Adam Dennison**. "A key person in this collaboration will be Maryfran Johnson, who will continue her events work in developing agendas, recruiting speakers and moderating our CIO 100 national event and our nine CIO Perspectives regional events. In addition to those responsibilities, she will now be working closely with the CEC in several aspects of its business, including co-creating CEC sessions to feature at our current CIO events and Agenda18; collaborating on key content topics and themes that will drive interest (and ultimately greater CEC membership); consulting with the Executive Connections and Brand Management Services now offered to CEC members; and helping to identify and introduce key CIOs and organizations to our CEC services. I've worked closely with Maryfran for the last seven years and consider her CIO relationships and deep understanding of their challenges and needs as second to none." mjohnson@idgenterprise.com

New employees

DiVerniero

Joe DiVerniero joins **IDG TechNetwork** as an ad operations coordinator, coming from Tribune Media where he was a national digital sales assistant. He holds a B.A. in sports management from Drexel University in Philadelphia and enjoys basketball and wakeboarding. joe_diverniero@idgcommunications.com

Sheehan

Kevin Sheehan joins **IDC Framingham** as in intern with the Small Medium Business Insights Group, revising research deliverables for future publication, creating new deliverables for future publication and analyzing survey data. He was previously a sales intern with Verterim and is currently studying history and religion at Amherst College in Amherst, Mass. He enjoys reading and football and recently qualified for the all-academic team for the coming football season. ksheehan@idc.com

Lundt

IDC Framingham has also hired **Cormac Lundt** as a product management intern. He was previously an intern with Bridge Energy Group, supporting its sales/recruiting team. Currently a student at the University of Connecticut, he enjoys travel – "I've been to almost every state in the U.S." – and has recently taken up scuba diving. clundt@idg.com

New at **IDC California** is Research Intern **Meghana Appalaraju** who is working with the Semiconductors team to create more efficient forecasting models. She is currently a economics major at Chicago's Northwestern University. Earlier this year, she worked on the finance team of Northwestern's Dance Marathon and devised new fundraising techniques and financial systems to help raise over $1.25 million for Down Syndrome therapy centers. In her free time she enjoys tennis, golf, reading and travel. mappalaraju@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

continued from page 4

Freemium Plus-Lite

Freemium content but greys out any paid content. If the user opts for a 6.99 euro/month (US$8) paid account that content is then activated.

Löbering said there were two main reasons behind the Freemium Plus-Lite project:

Upselling: "We needed to be able to increase the marketing touchpoints of our paid content while lowering the bar for registration," he said. "Plus-Lite is seamlessly integrated and allows us to show any paid links in Freemium content as well as send upselling 'read-next' options to Freemium users." Löbering said if, for example, IDG Germany posts four Freemium articles on virtual PCs "we can add to those articles links to stories on virtual PCs from our digital magazines, as well as links to other relevant articles on our sites and links to a few paid-content articles. It's all about contextual relevance." Another way to upsell is if a Plus-Lite user reads five Freemium articles a week on the sixth one she will see an overlay asking her to subscribe to IDG Germany's paid content.

> Europe is facing a new General Data Protection Regulation that will be implemented on any website by May 2018. "While the impact on our business model is yet to be seen, it will be best to drive opt-in webpage registration in order to track readers instead of using cookies to do so."
>
> *Christian Löbering*

Data: Löbering said Europe is facing a new General Data Protection Regulation that will be implemented on any website by May 2018. "While the impact on our business model is yet to be seen, it will be best to drive opt-in webpage registration in order to track readers instead of using cookies to do so," he said.

Three weeks after its introduction, IDG Germany had 8,000 registered Freemium users. Löbering said IDG Germany is marketing Freemium with homepage teasers, e-newsletters and mailings, on their social media accounts and push notifications.

Freemium Plus-Lite was "created and realized in equal parts," Löbering said, by IDG Germany Product Marketing Director **Mirja Wagner**, Portal Management and Analytics VP **Markus Pilzweger** and Löbering.

For more information contact Christian Löbering. ■

continued from page 3

One on One

Data:

- Improper handling of data. Not sharing information with those who need to know about confidentiality/NDA requirements, not understanding what is confidential or legally protected and therefore not protecting the data as required. Not deleting when you should delete and not saving when you should save. Not treating written email or spoken data as securely as computer stored data.

The IDG Security Smart Awareness program covers all of these topics. Every U.S. employee is required to take this training every 12 months. We are glad to open this online 30-minute course to others outside the U.S. (it's in U.S. English). If you are interested, please email idgsecuritysmart@idg.com.

Q What about using IDG laptops on public WiFi networks — any precautions or concerns?

A Public WiFi networks are notorious for being poorly secured and not closely monitored. Never use an unsecured network. Hackers don't have to work hard to get into those. Check carefully before you connect to any WiFi network.

Hackers will create a network with a similar name to the local "official" one and use the same password to fool you. If a hacker has penetrated a WiFi network, they can capture information you send through that network. Even if you are on an 'official' secured network, don't pay your bills or check your health benefit statements! Don't send highly confidential emails. Only use public WiFi for the basics.

Thank you — and Stay Secure! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32

Keith Arnot *International Controller's Office*

30

Kimberly Schuberthan *IDC*

27

Scott McLarnon *IDC*

25

Randy Perry *IDC*
Debra Becker *IDG Communications*

23

Loren Loverde *IDC*
Tom Winter *IDG U.K.*

22

Joan Young *IDC*
Paul Overhiser *IDG Corporate Services Group*
Cheryl Giangregorio *IDG Strategic Marketing Services*
Karen Blythe *IDG Global Solutions*

21

William Ganci *IDC*
Hans Ludwig *IDG Germany*
Wolfgang Herrmann *IDG Germany*

19

Courtney Munroe *IDC*

18

Sandra Machnik *IDG Germany*

17

Dorothy Merullo *IDC*
Mary Ann Daneke *IDC*
Romana Stankova *IDC CEMA*

16

Meghan Baker *IDC*
Patty Gill *IDG Corporate Services Group*
Rolf Röwekamp *IDG Germany*
Manfred Bremmer *IDG Germany*
Pia Küsters *IDG Germany*

15

Stephen Vass *IDC Singapore*
Bob Bragdon *IDG Communications*
Amy Danielowich *IDG Strategic Marketing Services*

14

Ole Evers *IDG Germany*

13

Sandra Tubbs *IDC*
Ramon Llamas *IDC*
Julekha Khan *IDC Australia*
Cyrus Daruwala *IDC Singapore*
Boris Braslavsky *IDC Russia*

12

Victor Lim *IDC Singapore*
Tammy Gargus *IDG Strategic Marketing Services*

11

Karen Capland *IDG Strategic Marketing Services*
Christine Nestler *IDG Germany*

10

Simon Ellis *IDC*
Pavitra Jayaram *IDC CCR*
Elizabeth Chan *IDC Singapore*
Jozef Gemela *IDC CEMA*
Maciej Latopolski *IDC Poland*
Richard Bell *IDC U.K.*

9

Matthew Iaricci *IDC*
Sudev Bangah *IDC Indonesia*
Zorana Juric *IDC Serbia*
Patrick Hagn *IDG Germany*
Anna Rosiczka *IDG Poland*
Andrew Han *IDG Korea*

8

Sissi Wang *IDC China*
Oliver Aguilar *IDC Mexico*
Tomoaki Nakamura *IDC Japan*

7

Charles Sacco *IDC*
Archana Ramachandra *IDC*
Gregory Girard *IDC*
Arunachalam Muthiah *IDC New Zealand*
Kiranjeet Kaur *IDC Singapore*
Peter Hulleman *IDC Austria*
Jan Sochna *IDC CEMA*
Renny Hakak *IDC Israel*
Ayse Kaptanoglu *IDC Turkey*
Matias Fuentes *IDC Chile*
Claudia Lopez *IDC Mexico*
Luis Rodriguez *IDC Mexico*

6

Jean Desmarais *IDC*
Andrew Munton *IDC*
Albert Wang *IDC China*
Apples Lu *IDC Taiwan*
Nicole Day *IDG Communications*
Pavel Maneta *IDC CEMA*
Christian Drake *IDG Global Solutions*

5

Royd Vicente *IDC Philippines*
Sui-Jon Ho *IDC Malaysia*
Dana Linhartova *IDC CEMA*
Shahista Hagalwadi *IDC Middle East, Africa*
Saurabh Verma *IDC Middle East, Africa*
Massimiliano Claps *IDC Italy*
Angela Gonzalez-Salmeron *IDC U.K.*
Cristian Nilo *IDC Chile*
Yuta Torisu *IDC Japan*

4

James Wester *IDC*
Marco Yiu *IDC Hong Kong*
Sherrel Roche *IDC Malaysia*
Jerome Dominguez *IDC Philippines*
Avis Hong *IDC Singapore*
Erinn MacKinnon *IDG Connect*
Steven Ragan *IDG Communications*
Kelly Gannon *IDG Communications*
Christina Najarian *IDG Corporate Services Group*
Martin Kuban *IDC CEMA*
Mike Connolly *IDC U.K.*
Pietro Delai *IDC Brazil*
Kay Kim *IDG Korea*

3

Danielle Schwartz *IDC*
Karen Laverdiere *IDC*
Jaclyn Lewis *IDC*
Huimin Ng *IDC Singapore*
Ray Lin *IDC Taiwan*
Daniel Hawkins *IDG Connect*
Cristina Bradford *IDG Strategic Marketing Services*
Daniel Tovar *IDC CEMA*
Alexey Kovalev *IDC Russia*
Anne Fleur Den Haan *IDC Benelux*
Oscar Garcia *IDC Mexico*

2

Rasmus Andsbjerg *IDC*
Maria Avila *IDC*
Rizwana Shaik *IDC CCR*
Renu Singh *IDC CCR*
Bharath Shenoy *IDC India*
Rena Esmeralda *IDC Malaysia*
Alvin Afuang *IDC Philippines*
Paula Jalosjos *IDC Philippines*
Prithiraj Bhowmick *IDC Singapore*
Nikhil Anand *IDC Canada*
Shyann Ramroop *IDG Communications*
Dimetrios Krietsepis *IDC CEMA*
Roman Krpel *IDC CEMA*
Lukas Kubny *IDC CEMA*
Jan Mikurda *IDC CEMA*
Priyanjali Sarkar *IDC Middle East, Africa*
Michal Swiatek *IDC Poland*

1

Justin Diercks *IDC*
Aidan O'Shea *IDC*
Lynda Sterling *IDC*
Muralidharan Ramaswamy *IDC India*
Valerie Wan *IDC Malaysia*
Julie Pollet *IDC Singapore*
Tomas Marek *IDC CEMA*
Vladimir Jaron *IDC CEMA*
Andrew Kibet Kirui *IDC East Africa*
Ahmed Zayed *IDC Egypt*
Soufiane Bouhaji *IDC North Africa*
Roxana Deaconu *IDC Romania*
Signe Hasselbalch *IDC Denmark*
Michael Hnat *IDG Germany*
Marion Richtmann *IDG Germany*
Karol Olszowka *IDG Connect*
Clare Sabiston *IDG Connect*

All business units are welcome to send anniversary information to world_update@idg.com.

unsunghero

Laura Askew

Project Manager

IDG Connect International

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Helen Dubber *IDG Connect*
Christian Löbering *IDG Germany*
Nancy Newkirk *IDG*
Matt Smith *IDG Connect International*
Chris Whitehouse *IDG Connect*
Maggie Xie *IDC China*

*IDG Connect Senior Program Manager **Helen Dubber** and Alliance Manager **Chris Whitehouse** named Campaign Executive **Laura Askew** their team's Unsung Hero. "During the 12 months she's been in the business, Laura has demonstrated the core values of what the role of campaign executive at IDG Connect entails," they said. "From her drive and ambition to wanting to understand the business needs, Laura is now responsible for the campaign management and delivery of key accounts such as HP Enterprise and Dell. Her commitment and ongoing pro-activeness to want to work with clients to deliver successful demand-generation programs has seen her receive praise and recognition and helped strengthen the relationship we have across these key accounts. Laura's passion and determination make her a highly valued and respected member of our Operations team."*

Name
Laura Askew

Home
London

Primary job responsibilities
I am responsible for managing lead-generation campaign orders from when they are received to full completion, ensuring that all campaigns run smoothly with a main focus on Tier One client programs.

Three things I do in a day's work
- Respond to and investigate any client queries we receive
- Keep open communication with our telemarketing operations at IDG Direct
- Submit reports and support other team members

What I love most about my job
IDG's focus on its employees is very inspiring. I receive a lot of support and encouragement in everything I do, which drives me to be the best I can each and every day.

A hot-button issue I'm dealing with on the job
There has been a trend in client focus on target account profiles, which has given me the opportunity to work with data analysis to create profiles and analyze the data we collate.

*Project Manager **Laura Askew** joined IDG Connect International in March of 2016.*

Latest accomplishment
I recently went to IDG Compass training where I learned new skills for presenting customer-facing meetings, and we came up with new solutions that would improve IDG's unity across the various business units.

Career highlight
Receiving praise from an IBM client regarding a group of their campaigns that ran extremely well.

What I'm doing to be a better employee
I'm looking at different ways that I can develop and apply my skills in other areas of the business so that I can both help support other areas and also continue my personal career development.

Interests outside the office
Traveling, walking my dog and visiting my family.

What others can't tell just by looking at me
At university I was part of the Ultimate Frisbee Team.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

26 JUNE 2017 | VOLUME 47, NUMBER 27 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2,4* | ANNIVERSARIES - *page 6* | COMMUNITY - *page 7*

IDC awards program builds case studies on digital transformation

IDC Asia/Pacific's new awards initiative, which will run in 11 countries, recognizes end-user projects that are not only revolutionizing business operations but can inspire other entities to create their own DX initiatives.

SEE MORE ON PAGE 4

Also inside

IDG, IDC create quarterly CIO Summit Series for Dutch executives

One on one: Market insight from IDC VP/IoT & Mobility Carrie MacGillivray

PC-Welt is No. 1 German YouTube tech channel

On the job: IDG Sweden Business Intelligence Developer Henrik Almén.

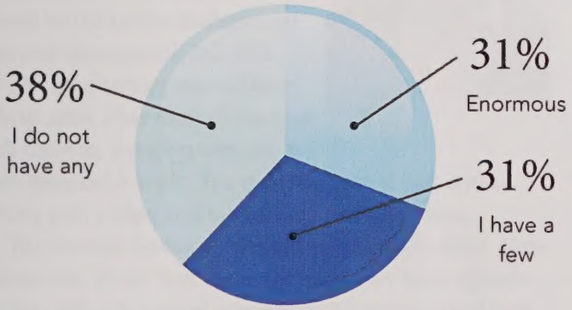
SEE MORE ON PAGE 5

IDC takes advantage of good New England weather for its annual outdoor luncheon.

SEE MORE ON PAGE 7

Question of the week results

How would you describe your collection of conference badges?



Log on to www.idgcentral.com to vote on this week's question:

Do you have a case and a screen protector on your smartphone?

CLICK HERE

IDG hosts global Security Day

CSO SVP/Publisher Bob Bragdon introduces the IDG Security Day conference outside Washington, D.C. on June 21, one of nine held during IDG's first worldwide, same-day conference initiative. See more photos on IDG Central; more information will be in an upcoming issue.

IDG, IDC revamp CIO event to facilitate discussions among Dutch executives, sponsors

IDC Benelux and IDG Netherlands have collaborated on a CIO Summit event for the past five years, but this year they revamped the format to enable closer connections between sponsors and attendees and focus more on peer knowledge sharing.

The new quarterly CIO Summit Series is a five-hour, high-end networking event with lunch discussions and brings together a maximum of four sponsors and some 25 C-level IT executives from large enterprise companies with 1,000-plus employees. The first edition was held May 30 at Castle Hoog Vuursche in Baarn, near Amsterdam, with the theme "Cloud 2.0: The Way of the Platform."

"We decided to change the format because the former day-long CIO Summit was too large, and we had a disconnect between the needs and wishes of the sponsors and the clients," said IDG Netherlands Director of Marketing and Operations **Gabriella Meijnckens**. "We felt aiming for a smaller, more exclusive audience, with interactive roundtables and direct knowledge sharing among peers and experts, would solve this disconnection."

There were 33 registrations for the day and three sponsors, Google, Capgemini and KPN. The summit began at 9:30 a.m. with a short welcome from IDG Netherlands Managing Director **Maringo Vlijter** and an introduction of the market and Cloud 2.0 from IDC Benelux Research Manager **Jan van Vonno**.

Vlijter

Delegates were then seated at small round tables and sponsor hosts and designated IDC, IDG and CIO moderators moved from table to table after each of the four lunch courses, bringing with them a new discussion topic. The meeting ended with a networking with coffee and tea outside on the terrace.

The Summit Series program is intentionally short, Meijnckens said, since "our audience has a very busy agenda, and they will only attend an event if the content is of high quality and they can come into contact with high-quality peers. We believe both were spot-on. We heard directly from a number of attendees that they were impressed by the level of peers and content discussions."

IDC Benelux Conference Manager **Anne Fleur den Haan** said the organizers received very high ratings (A+) from the attending delegates on content, on the themed lunch sessions and for the overall event. "All the sponsors were very pleased with the vibe at the event and the discussions they had at the tables. They all mentioned that they had direct leads to follow up," she said.

*IDC Benelux Research Manager **Jan van Vonno** (center) spoke about the Dutch market and IDC's cloud research.*

"From a sales perspective, we found that to be able to offer interactive lunch sessions in which our sponsors got to really engage with a number of clients was considered much more valuable than simply offering them a chance to have a booth," Meijnckens said.

The key to success with this audience, den Haan said, is a solid understanding of the issues and concerns being discussed at the C-level. "It is important to know about the local IT landscape and really listen to your audience. And sponsors participating in this type of discussion must have a good understanding of these issues in order to be able to discuss them at an expert level. We create the environment and ensure that the speaker understands that their role is to be a thought leader, not simply a sponsor.

"We are proud of the cooperation between IDC and IDG and what we have delivered," she added. The two companies had a 50/50 revenue share and each contributed to sales and attendee recruitment. CIOs received a personal invitation directly by email and/or telephone, with an emphasis on the limited seats available for this new exclusive event. IDG produced and controlled the branding, website and registration form, while IDC managed retention efforts and developed content.

The next summit will be held in September. For more information, contact Gabriella Meijnckens or Anne Fleur den Haan. ■

OneonOne

Carrie MacGillivray

IDC

The VP of IoT and Mobility is this week's columnist. Reach her at cmacgillivray@idc.com.

> "IDC believes there is room in the intelligent assistant market for all the vendors and that the increased competition is going to drive more innovation around what intelligent assistants can do."

Q What's the projected growth of the Internet of Things (IoT) market segment in the U.S. and globally?

The IoT market continues to grow rapidly. We are moving beyond proof of concepts to scaled deployments. IDC's Worldwide IoT Spending Guide team forecasts the overall spend on IoT hardware, software, services and connectivity. In our May 2017 release, we project that IoT spending in the U.S. will total $420B by 2021. On a global scale, IoT spending will grow to $1.4T in 2021.

Q What industries are adopting IoT quickest?

Innovation in IoT is alive and well. The one thing we've learned as this market matures is that it is very use-case driven. By examining IoT through a use-case lens, we see where growth is happening at an industry level. We see a lot of growth projected for the healthcare provider, insurance and building automation verticals. However, the vast majority of IoT investment remains in manufacturing — representing 22% of all spend in 2017.

Q Can you give a few examples of cool ways IoT is being used in unique implementations?

In terms of cool new ways IoT is being deployed in industry, there are too many to keep count. One example I love to point to is how we are seeing IoT sensors being used to help monitor the movements of endangered species such as the white rhinoceroses (sensors are attached to their necks and their horns) for when they move erratically, which often indicates a threat like poachers. This allows for rangers to intersect and apprehend the poachers before a rhino is harmed.

In the foggy mountains of Tennessee, IoT technology is monitoring weather conditions (i.e., fog, wind and precipitation) to make real-time decisions about road conditions. Using sensor technology and analytics, roads can be closed immediately upon a rapid change in weather conditions. The result is driver safety during weather events.

In cities, we are seeing public garbage collection transformed. While it seems like a basic function for a city to complete, there are significant costs associated with monitoring public garbage receptacles on a regular basis to ensure they are not overflowing or causing undue odors during the warm months of summer. New garbage bins have been designed to not only compress garbage as the bin fills up but also to notify city officials that the bin needs emptying. The result is that garbage collectors are only deployed to bins requiring emptying. Fuel savings and worker productivity is positively affected in this use case.

Q What are a few predictions that will impact the IoT ecosystem in one to three years?

We publish annual predictions on where the Internet of Things market will evolve in the coming years. We are currently in the early stages of preparing our 2018 predictions — known as Worldwide IoT FutureScape — which will be launched this November. This year we are looking at where the IoT platform evolves in the coming years and the role of an "IoT broker" — someone who brings together data and allows it to be ingested and used by other aspects of the platform and the business. We are also looking at accelerated computing and the impact on the IoT from the edge devices to enterprise core to cloud. The IoT buyer is a hot topic as well. There is a lot of debate on who the ultimate decision maker will be in IoT purchase decisions and who maintains the IoT project over the long term. We are building some predictions on the evolution of the IoT buyer and on some intersecting technologies such as blockchain, robotics and connected transportation.

Q What's your assessment of the key players in the intelligent assistant market?

We are changing gears here a little to talk about intelligent assistants — an IoT-esque device that has its most relevant audience in the consumer and their homes. The intelligent assistant is gaining traction based on the momentum of the Amazon Echo and the voice of Alexa. The last few months have demonstrated that Amazon isn't going to be a lone player in the market. Google, Apple, Microsoft and Samsung have all made moves to participate in this emerging market. IDC believes there is room in this market for all the vendors and that the increased competition is going to drive more innovation around what intelligent assistants can do. At present, users are primarily talking to their IAs and asking for basic information such as weather, directions or to activate an action such as turning on music or adjusting the thermostat. The true value of IAs will be seen when they offer pertinent suggestions based on consumers' inputs. We expect the "intelligence" aspect of the IAs to evolve over the coming months and next few years as consumers gain confidence interacting with their IAs and look for more depth in the context-specific information they obtain. ■

New awards program builds case studies of digital transformation across Asia/Pacific

IDC Asia/Pacific has created a new awards program, the IDC Digital Transformation Awards, to recognize end-user projects that are not only revolutionizing their business operations but can serve as a model for other entities to jump start their own digital transformation (DX) initiatives. The regional initiative will run in 11 countries, and the first winners were announced in Korea on May 23.

"It's important for us at IDC to be able to celebrate the brave few who have successfully jumped into DX ahead of the rest of their markets so that we can continue to build confidence for more organizations," said IDC A/P Group VP, Practice **Sandra Ng**. "It also helps us build a pipeline of case studies that we can then share with other customers who are interested in DX. Ultimately, it's important for us to disseminate awareness on what digital transformation really is, and how it can be accelerated."

Ng noted that the award categories are aligned with the five elements of true DX — leadership, omni-channel, information, operational and talent sourcing — and through these IDC aims to educate both technology end-users and vendors on the critical benchmarks to keep in mind when creating a DX strategy and determining the success of their respective initiatives.

> "It's important for us to disseminate awareness on what digital transformation really is, and how it can be accelerated."
> *Sandra Ng*

The award nominees come from either self-nomination or a nomination from a third-party enterprise familiar with the nominee's DX initiatives. Nominations for country awards are first assessed by IDC country analysts with support from the regional team.

Those nominees that have passed the first assessment are asked to provide more information and complete IDC's DX MaturityScape benchmark relevant to their awards category. After that, the country analysts and regional team convene to review the complete package and select the winners.

Winners from all the country events will be automatically entered in the regional final, which will be held in November in Singapore." That panel of judges comprises IDC worldwide analysts, industry thought leaders and academics. They will judge based on the nomination form, IDC MaturityScape model and judges' scoring from the country event.

*IDC Insights Asia/Pacific Managing Director **Chris Holmes** (center) with the DX award winners from Korea. (L-R): Young-Hoi Joo, POSCO (DX Leader, Information Visionary); Myoung Hee Kim, National Computing and Information Service (DX Leader, Operational Transformation); Holmes; JeHeun Lee, Yuhan-Kimberly (Digital Transformer of the Year); Myung-goo Kim, Lotte Department Store (DX Leader, Omni-Channel Innovation).*

The regional awards will be a two-day event that will include a DX conference, gala awards ceremony, and innovation tour of digital transformers and disruptors based in Singapore, Ng said.

The Korean award winners were announced during lunch at IDC A/P's CIO Conference in Seoul, which gathered more than 100 of the top C-level executives for a full day of plenary sessions and networking discussion tables to discuss digital disruption and how the CIO must adapt in light of changing business demands.

"We thought it fitting to announce the DX Awards winners during the event itself as an aspirational showcase of what can be achieved when CIO vision and digitalization execution aligns with one another for optimum business results," said IDC Korea Country Manager **Yoo Sook Hong**.

All country winners will receive plaques signifying their win, as well as publicity opportunities citing IDC and the stringent process by which the winners for the Digital Transformation awards were selected.

The regional winners will get the ultimate distinction of being one of Asia's best digital transformers, and will also get six months' free access to IDC's Digital Transformation Continuous Intelligence Services and five inquiry

continued on page 6

Job Spotlight

On the job: Business Intelligence Developer

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Henrik Almén

Title Business intelligence developer, IDG Sweden

What a business intelligence developer does I extract data from various sources, transform that data to suit our needs and load it into applications that I develop that allow new insights to be made. For example, by combining website visits data from Google Analytics, data from our own publishing platform and statistics from social media platforms we can see things that we wouldn't notice by looking at statistics provided by just one of these sources. Sometimes I build bots that monitor and report on various issues. Right now I'm writing a script that migrates our thousands of videos from one platform to another. I'll also be building a system that will allow us to monitor statistics for all of our videos on various accounts from one place.

The services I provide and who my customers are I provide applications for internal use, where the users — i.e., my IDG Sweden colleagues — can dive into large amounts of data in an easy manner to find answers to sometimes complex questions.

Key skills required for my job You need to understand how databases work and how to tame them. Some programming skills are required; I write quite a lot of Python code. You also need to learn QlikView application development. (QlikView is a data analytics platform, and I'm certified QlikView developer.) An analytic mindset with a problem-solving mind-set helps a lot.

A typical day First, I check to see if there are error messages from any of the systems that I maintain that need to be attended to. Then I'll start working on the project I'm currently focused on. However, since the data amounts often are quite large it takes a significant amount of time to load and reload data while developing my applications, therefore I'm usually switching between a few projects so I don't have to just sit around and wait for one data load to finish. Some days things takes a completely different turn when one of my colleagues comes by and asks something like "Why can't we see X or Y," and I get to say, "Interesting idea, we should try to do that."

Best part of my job I get to be very creative, and I'm free to come up with ideas and experiments myself.

Most challenging part of my job There is a new regulation from the EU coming up — the General Data Protection Regulation — that requires all companies doing business in Europe to comply with a lot of new rules concerning personal data privacy by May 2018. We are well-prepared but also have a lot to do. This will probably be my biggest challenge in the months to come.

Business Intelligence Developer ***Henrik Almén*** *joined IDG Sweden in 1998 when he ran the IT News podcast.*

An on-the-job issue I'm dealing with We're starting experiments with machine-learning algorithms, so it would be interesting to hear about such cases from other IDG business units.

Why and how I got involved in this career In the early days of my IDG career I needed information from our databases that wasn't available in the interface of the applications I was working in. I've always had an interest in programming, so I started learning SQL, the language of databases. I had a colleague in the IT department who patiently answered a thousand questions and taught me what I needed to know at the time.

A recent work accomplishment An application that tracks and visualizes our efforts to increase the Google Page Speed ranking for our sites. It started out as an experiment that I wasn't quite sure if I should spend time on or not, but when presenting it to my team they wondered why we hadn't thought of doing this earlier.

What my colleagues would be surprised to learn about me I'm a singer/songwriter and will be releasing two songs this fall — look up my name in the preferred digital music service of your choice in September. ■

noteworthypeople

New employees

Sampson

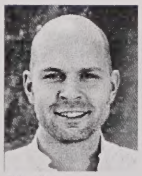
Diane Sampson joins IDC Framingham as a human resources business partner supporting sales, marketing and client services. She was previously a principal human resources generalist with Roche Molecular Solutions and holds a B.A. in French from Mount Holyoke (Mass.) College and a graduate certificate in human resources from Bentley College in Waltham, Mass. She enjoys reading mysteries and scientific magazine, international travel and live music shows. dsampson@idc.com

Rosen

IDC Framingham has also hired **Michael Rosen** as a product management intern. Currently a junior majoring in finance at Tulane University in New Orleans, he has previously been an intern in Ascensus College Savings' investment management department. Away from the office he enjoys sports, outdoor activities and spending time with his family. mrosen@idc.com

Galland

Also new at IDC Framingham is **Taylor Galland** as a market research intern. This is her second internship at IDC; she was a product management intern last summer. She is a senior at Trinity College in Hartford, Conn., studying economics and political science. In her free time she enjoys horseback riding and Crossfit training. tgalland@idc.com



Blockus

IDG Germany has hired **Daniel Blockus** as director of events. He was previously managing director with the event agency Pech und Schwefel Markenkommunikation and studied graphic design at Burke Academy in Munich, Germany. In his free time he enjoys jogging, mountainbiking and "relaxing while mowing the lawn." dblockus@idg.de

PC-Welt rated best tech video channel

Die wichtigsten
YouTuber
Deutschlands
Technologie
PC-WELT

The German PR company Faktenkontor and a subsidiary of the German Press Agency dpa, news aktuell, collaborated for the market's first analysis of which German YouTube channels are most successful. IDG Germany's PC-Welt took the top spot in the Technology category, one of 13 categories assessed.

The research created a "YouTube relevancy index," and the investigation looked at, among other things, the number of videos, the number of subscribers and total views, as well as the percentage of total and video views during the past 30 days.

PC-Welt's YouTube channel has nearly 420,000 subscribers and generates 2.5 million video views per month. Around 1,500 videos have been created since 2006.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Ken Hoyt *IDC*

29
Andrew Sambrook *IDG Connect*

22
Simon Jary *IDG U.K.*

17
Eri Meyer *IDC*
Valerie Soh *IDC Singapore*

13
Donna Burch *IDC Canada*
Bheban Kewalram *IDC MEA*
Robert Fleming *IDC*

12
Ae-Lee Kim *IDC Korea*

10
Donna Geary *IDG Global Solutions*

7
Kathryn Magilligan *IDC*
Kate Davis *IDG Communications U.S./ Data & Engineering*

3
Tom Barrieau *IDC*
Sandra Barrack-Anidi *IDG Corporate Services*

2
Helene Marguerite Alex *IDC U.K.*
Cool Zhang *IDC China*
John Pagonis *CIO Executive Council*

1
Thomas Austin *IDC*
Marlene Cook *IDC*
Praveeen Paramanathan *IT World Canada*
Catherine Kopik *IDG Connect*
Sandeep Nayak *IDC Center for Consultancy & Research*
Mohit Raizada *IDC Malaysia*
Hrushikesh Dandekar *IDC Singapore*
Sherry Wu *IDC Taiwan*

continued from page 4

DX Awards

hours with IDC's top Digital Transformation analyst, IDC A/P Research Director **Daniel Zoe Jimenez**.

The implementation of this awards program requires tight collaboration between regional and country resources. So far, it has been well-received in the market, though the number of nominations varies since some countries are progressing quicker in DX than others, said IDC A/P Associate VP **Theresa Rago**. IDC A/P has run other regional awards programs with a strong following — the Financial Insights Innovation Awards and Smart City Asia Pacific Awards — for 11 and three years, respectively, and has learned from their roll-outs.

"It helps to know your audience, and clearly communicate to them what benefit they will get out of joining your awards campaign, as opposed to focusing the messaging on the motivations behind your organization's decision to launch such an initiative," Rago said. Determining the right channels to promote the program is critical to spreading awareness, she added, and has found a mix of social media promotions, email campaigns, and even offline promotions to be a good formula.

The team is already considering ways to improve future iterations of the program in terms of deployment and communications, customized country mobilization and possible gamification, and the prizes/benefits that await the regional winners.

Write to Theresa Rago. ■

Fun in the sun at IDC's summer party

As it does every year during this time, IDC hosted a outdoor lunch for its Framingham, Mass., employees last week that included a catered meal, food truck fare, ice cream and an assortment of lawn games.

***Stacey Soohoo** and **Andrew Smith**.*

***Katie Bonner** and **Hayley Sutherland**.*

*(L-R): **Aidan O'Shea, Matt Lamson** and **Dan Freiman**.*

*(L-R): **Amy Catalogna, Tom Valovic** and **Andy Fong**.*

CATHY KELLY PHOTOS

***Meredith Whalen** and **Mary Conroy**.*

***Jay Holdash** and **Vincenza Collett**.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

Please note: the next issue of IDG World Update will be published on July 10.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Henrik Almén *IDG Sweden*
Anne Fleur den Haan *IDC Benelux*
Cathy Kelly *IDC*
Christian Löbering *IDG Germany*
Carrie MacGillivray *IDC*
Gabriella Meijnckens *IDG Netherlands*
York von Heimburg *IDG Germany*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

19 JUNE 2017 | VOLUME 47, NUMBER 26 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2,4,5* | ANNIVERSARIES - *page 6* | COMMUNITY - *page 7*

IDC MEA events team produces all aspects of custom energy summit

IDC MEA's events team not only manages IDC's regional events, it has, for the past several years, served as a third-party event producer for Schneider Electric, the global energy management and operations corporation.

SEE MORE ON PAGE 4

Also inside

Licensee partners with Pakistani IT ministry

One on one: Alliance Marketing Services VP Michael Latchford talks about tech partner relationships

Growing audience, sponsors point to timeliness of IDG Sweden's Next Generation Threats event

Computerworld Spain journalist receives national writing award from Accenture.

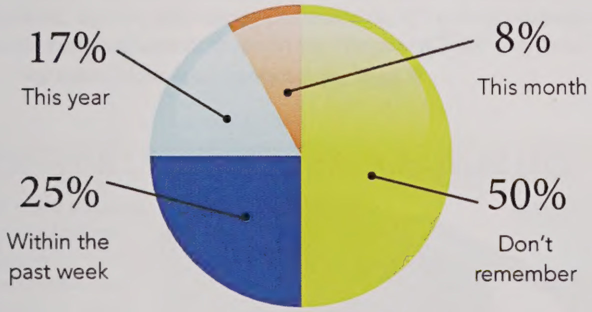
SEE MORE ON PAGE 2

Calling all volunteers! IDG World Update is in search of community-minded individuals.

SEE MORE ON PAGE 6

Question of the week results

When was the last time you rode a bicycle?



Log on to www.idgcentral.com to vote on this week's question:

How would you describe your collection of conference badges?

CLICK HERE

Summer intern season at IDC

Six college students began their 10-week internship program at IDC in Framingham earlier this month. More on page 7.

Pakistani licensee partners with Ministry of IT to produce newsletter

IDG's Karachi-based licensee Rasala Publications recently began a partnership with Pakistan's Ministry of Information Technology, which oversees the National ICT R&D Fund to promote research and development projects proposed by students, academics and the local IT firms. Rasala Publications will serve as the Fund's editorial partner and will produce its e-newsletter Ignite.

Ignite is designed to be a quarterly showcase of what's happening in Pakistan's IT and telecommunications arenas, looking at the local entrepreneurial ecosystem, blogs written by industry thought leaders and detailing funded projects.

"Rasala Publications is editing all newsletter content drafted by the Fund and its associated blogs," said Rasala Deputy CEO **Aqsa Tariq**. "All of the newsletter's content — project investigators/advisors' project summaries, specialist and research blogs and reports on industry events — is shared with us for editing."

National ICT R&D Fun CEO Yusuf Hussain said, "Our company is funding some breakthrough research, which can widely impact society. We have also launched a host of initiatives that are designed to plug holes in the startup and innovation ecosystem in Pakistan. Rasala can help us get the word out to our key audiences in language that will interest and inspire them."

Tariq said the audience for the newsletter, which launched in February with a second edition due this month, includes "students, techies, technology professionals, ICT industry executives, government institutes or those on the National ICTRDF network."

For more information contact Aqsa Tariq. ■

Ministry of Information Technology & Telecom
Government of Pakistan

National ICT R&D Fund

Ignite

A NEW WORLD

February 2017

Newsletter of the National ICT R&D Fund Company, which funds commercialization of research in fourth industrial wave technologies and ecosystem development initiatives to fulfill its mission of creating a knowledge economy.

" I'd rather be completely exhausted from the hard times which breed success... than well rested from achieving nothing." Anonymous

CHIEF EDITOR'S MESSAGE

Welcome to the first edition of Ignite, newsletter of the National ICT R&D Fund! We hope to regale you with in-house news and views from the frontier of tech and the entrepreneurial eco-system in Pakistan. We are excited about... read more

MOIT & JAZZ LAUNCH NATIONAL INCUBATION CENTER - FUNDED PROJECT OF NATIONAL ICT R&D FUND

Rasala Publications will edit all content for the quarterly e-newsletter, which is read by technology professionals, ICT industry executives, government workers and students throughout Pakistan.

IDC's CIO Summit continues road trip

IDC
CIO SUMMIT 2017
EAST AFRICA
Enabling Dynamic Change for the Digital Era
CIO

IDC Middle East Africa & Turkey Group VP/ Regional Manager ***Jyoti Lalchandani*** *spoke about robotics, 3D printing, IoT and AI in Kenya last week. The MEA regional series has nine stops this year, with two remaining in Mauritius (Aug. 16) and Saudi Arabia (Sept. 27-28).*

Computerworld Spain journalist receives national writing award

FINALISTAS
accenture

Computerworld Spain Journalist ***Mario Moreno*** *(left) receives his award from an Accenture executive last week.*

Computerworld Spain Journalist **Mario Moreno** is the first person from IDG Spain to be named the overall winner of the 18th annual Accenture Journalism Contest for Economics, Innovation & Technology. Moreno learned he was one of 10 finalists earlier in the month, and he was recognized as the contest winner during a ceremony at the Accenture office in Madrid on June 14.

"Mario is a talented young writer, and we were so excited about him being a finalist in this well-known journalism contest," said IDG Spain Managing Director **Manuel Pastor**. "We are so incredibly proud that he has now won the top prize." IDG Spain has had two previous finalists: Pastor in 2002 and Editor **Esther Macias** in 2003.

Moreno's article, "Blockchain: A technology that will transform the markets," was among a record number of 964 articles submitted to the contest this year.

"I was so happy and honored when I received the news," Moreno said. "I would like to express my gratitude to all my colleagues on the IDG Spain team. Their support, knowledge sharing and team building have definitely helped me improve my journalism skills." He began working at IDG Spain as an intern in 2015 and joined the company full time earlier this year.

Write to Mario Moreno. ■

IDG COMMUNICATIONS

The IDG Spain staff enjoyed a champagne toast to Mario Moreno's achievement.

OneonOne

Michael Latchford

IDG Communications

The vice president of Alliance Marketing Services is this week's columnist. Reach him at mlatchford@idgenterprise.com.

> "A business unit should look at the accounts they have deep-rooted relationships with and ask their clients who manages the partner/alliance marketing at their organizations."

Q What is Alliance Marketing Services?

A Alliance Marketing Services (AMS) was launched in an effort to support tech sales and marketing teams with their go-to-market initiatives with partners (alliance and channel partners). We represent IDG's entire portfolio of brands, audience and services in a consultative approach, providing recommendations that best align with their needs and objectives. Our clients are typically low on resources, so they tend to outsource support for marketing services.

Q Is selling to an alliance group different from selling to a single client?

A Absolutely. We work with two or more organizations on a particular program, and there are usually various stakeholders involved. The sales cycle for alliances is usually longer due to the additional people involved, varied fiscal years amongst the partner organizations and multiple contracts that need to be executed. We may have a relationship with one organization/contact but not the other, so it forces us to justify "why IDG" over using another vendor that the other alliance prefers working with. Fortunately, IDG has a unique position in the marketplace, so it makes that situation easier to deal with. We can offer our established brands and audiences — and intel on the marketplace due to our brands, editorial and research — coupled with our marketing services.

Q How much has this segment of IDG's business grown over the last few years?

A There are a number of ways to view the growth of AMS over the past four-plus years: revenue, number of unique contracting customers and the number of partnerships within an organization that we have business running. This year we have contracted with more than 70 organizations to date, and that's an increase from FY16 (47 accounts). The amount of revenue per organization varies greatly, but the fact that we have penetrated into so many accounts is key. There is a great deal of volatility with AMS accounts for a range of reasons (lack of funding, partner support, etc.), so it's important for us to work with as many organizations as possible. The larger the portfolio of clients, the greater opportunity for success and stability for AMS.

Q How do you help alliance partners deliver consistent messaging?

A We rely heavily on our content teams within Strategic Marketing Services and IDG Events to make this happen. AMS has run a large volume of programs over the years that have given our SMS and event teams a great deal of experience with crafting messaging for partnerships. IDG works with many of these accounts in a corporate and/or field marketing capacity, so we already have experience with their solutions and message.

Q Can you give a specific recent example of one of AMS' successful projects?

A One particular established AMS client that has been a great success is AWS. AWS has been making a lot of noise in the marketplace and is putting a particularly large emphasis on its partners. We are currently one of a handful of agencies that are featured within the AWS Partner Portal, APN. Our established partnership with AWS has resulted in a wide range of programs and services for over 25 partner campaigns in the past year. This is opening the doors for AMS to work directly with AWS's partners on other programs beyond what they are doing with AWS.

Q What are some of the considerations when crafting messaging for partnerships? How does it differ from normal messaging for a single client?

A We have to consider the "together is better story" — the value proposition of the partnership. In other words, why would a potential customer consider working with a partnership vs. not doing so.

Q If a business unit is just beginning to target alliance partners, what are a few first steps they should take?

A A business unit should look at the accounts they have deep-rooted relationships with and ask their clients who manages the partner/alliance marketing at their organizations. Virtually all tech companies — maybe 90% or more — have an established partner ecosystem. This is the best first step, and it should open the door to opportunities. Often, it's a completely separate team that handles the partner marketing programs, and they do not always fall within the marketing organization. We have come across some organizations that place partner/alliance marketing within the sales organization.

Q How have you shared your expertise in this area with other IDG business units?

continued on page 6

IDC MEA Events team produces all aspects of successful energy management summit

IDC MEA's events team not only manages a full calendar of events on behalf of IDC in the Middle East and Africa region, it has, for the past several years, served as a third-party event producer for Schneider Electric, the Paris-based global energy management and operations corporation.

IDC MEA's Events team recently managed all aspects of Schneider Electric's annual Innovation Summit — invitations, attendee acquisition, onsite registration, audio-visual production, mobile app, panel moderation, onsite branding, gala dinner and entertainment. The two-day event in Dubai, where Schneider has its Gulf headquarters, drew more than 2,500 attendees. "It was hugely successful and in the middle of a hectic quarter," said IDC MEA associate vice president, Conferences **Ronita Bhattacharjee**.

"Schneider Electric uses the Innovation Summit to showcase how the future of energy management and automation is being redefined," said IDC MEA Conference Project Manager **Yash Dogra**. "The Innovation Summit was an opportunity for attendees to get hands-on with new technology, discuss the latest business trends and check out how innovation will transform industries."

Dogra said the IDC MEA events team has been third-party managing Schneider Electric events "for couple of years. The many aspects we were involved with this year gives us a chance to diversify our capabilities into different aspects of event management and also provides a challenging platform for the attendee acquisition of different lines of business apart from IT decision makers."

> "We currently organize between 15 and 20 third-party events on a yearly basis, a number that increases every year and makes up a significant portion of our yearly budget."
>
> *Yash Dogra*

He added that the Summit's agenda is created by Schneider Electric team with support from IDC MEA. Speakers are recruited by both Schneider and IDC based on the topics and contents of the sessions.

Innovation Summit attendees come from a wide variety of positions — engineers, business owners, CIOs, CXOs and resellers from verticals such health care, hospitality, property development, government, finance, telecommunications, oil and gas, education, manufacturing, marine, retail, mining, agriculture and electrical utilities.

"The event was successful on many fronts," Dogra said. "The attendees met the final participation number, and the content and expo was useful for Schneider in showcasing their products." Among the attendees were more than 500 VIP delegates, which Dogra said included C-level attendees with decision-making power and high-ranking government officials and ministers. The event had 5,000 square meters of exhibition and networking space, more than 50 conference sessions and speakers, two plenary sessions, four industry tracks with tech talks from experts.

OVATION SUMMIT 2017
Schneider Electric

*Some of the IDC MEA Events team with Schneider Electric's marketing team. Front row (L-R): **Mariesell C. Esquilon**, IDC MEA senior office assistant; **Sughand Tolani**, senior conference manager, MEA (third from left); and **Merveil Varghese**, conference manager, Middle East (second from right). Back row: **Ronita Bhattacharjee**, associate VP, Conferences (third from the left); **Shabana Mahadiwala**, director, Conferences, Middle East (fourth from left); **Rania Mustafa**, conference manager, Middle East (fifth from left); and **Adeeb Shaikh**, conference project manager (far right).*

Among the panel sessions were Internet of Things: Beyond the Hype, Mapping the Value and Case for Action, Datacenter: In the Cloud, At the Edge and Power Distribution Redefined.

More than 25 journalists from across the Middle East and North Africa covered the event, which concluded with a gala dinner for 700.

"The combined forces of Schneider Electric Marketing and IDC MEA Conferences took the lead to drive this event," Dogra said. "We had the support of the entire IDC events team in Dubai and the outsourced IDC office in Mumbai, India, to make this event a success."

He added that the IDC MEA events team is "always on the lookout for third-party client events. We currently organize between 15 and 20 third-party events on a yearly basis, a number that increases every year and makes up a significant portion of our yearly budget."

For more information contact Yash Dogra. ■

Growing audience, sponsors point to timeliness of Sweden's Next Generation Threats event

IDG Sweden held its sixth annual Next Generation Threats (NGT) event in Stockholm last month drawing some 350 visitors and 15 exhibitors from throughout Sweden to Stockholm's Munich Brewery.

Noting that IT security is no longer "something that belongs only to the security team or the CFO but is really a matter of concern for the whole company," NGT Program Manager and Producer **Emmy Jonsson** said it is gratifying to see how the event has grown both in terms of audience and sponsors in each of the three editions she has produced.

Attendees pay 4,450 SEK (US$456) to be at NGT, which is also supported by a growing number of sponsors. "We have learned that a well-researched agenda attracts people, paid admission brings the right people and the right people bring the sponsors," Jonsson said.

The day-long agenda featured three 20-minute panel discussions and a number of 30-minute presentations. Among the speakers were Kim Zetter, a reporter at Wired magazine; Juan Branco, legal advisor to WikiLeaks; Dr. Jessica Barker, a U.K.-based IT security expert and consultant; Ian Amit, Amazon information security officer; and Window Snyder, IT Security Manager at Fastly.

"As technologies evolve, so does the seriousness of the attacks. Companies need to be agile and constantly prepared. This makes it challenging to put the content together."
Emmy Jonsson

Agenda highlights, according to Jonsson, included:

- Responsibility and awareness in IT security.
- Cybercrime: Fight back with strategic collaboration.
- Threat modeling and resilience — methods of active defense.
- Machine learning and artificial intelligence.
- A strong cloud and secure IoT solutions.

Panels focused on three topics:

- Individual, organizational, governmental or global — whose responsibility is the future of protection? Do we need to ask governments to stretch the laws to allow a grey area in terms of hacker's expertise? Is it up to companies and organizations to lend a helping hand to contribute and take responsibility? What role do the authorities play in terms of the overall IT security? Bottom line is techniques needs to be up to date with new technology — but whose responsibility is this?
- Cybercrime — The hacker's role vs. authorities and governments. Is the motivation to solve problems and develop new technical knowledge enough when government usually has the last word? Technology and innovation advance with the speed of light, why does building up a solid collaboration take longer? Does a role always need to mean economic incentives, or can a collaboration be motivated in more ways than one?
- Strategies to battle current threats: Is striking back an active defense? As threats are becoming more extensive, we encounter more advanced technology and the range of new solutions is increasing, who can we trust? Is an active defense always the best for the business, or can it be more time-consuming to maintain and more expensive in terms of what it actually offers?

NEXT
GENERATION
THREATS
FROM IDG

*The team behind NGT from left: Robin Skarp, Springconf (event agency), **Rebecca Klüger**, project manager; **Emmy Jonsson**, program manager; **Viktor Sandberg**, marketing manager; and **Malin Friis**, event staff.*

During the afternoon, a number of partner breakout sessions focused on specific topics and attendees selected those of most interest to them.

"Next Generation Threats is one of my favorite events to produce but also the most challenging event to pull together," Jonsson said, noting that the speakers are often anonymous due to the nature of their work as hackers or journalists writing about sensitive topics, and difficult to get a hold of.

Adding to the complexity is the ever-changing

continued on page 5

continued from page 3

One on one

A I have collaborated with and provided guidance to a number of IDG business units around the globe, including IDG Australia, IDG Sweden, IDG U.K., IDG Germany and IDG Global Solutions. I have presented at IDG Compass and other corporate training programs, so I have covered a lot of ground to promote/educate on AMS. It's great to see the emphasis that has been placed on AMS as a result.

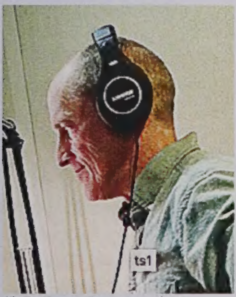
Q What are some of your challenges ahead?

A There are lots of challenges ahead, but that is what makes AMS exciting. I would say the biggest challenge is staying top of mind for all of our key clients as they map out their upcoming partner marketing plans. Unfortunately, there is a high level of change with marketers involved with alliances, and it's due to the prioritization of partners at their organization. One year a particular alliance may be of great importance, and then it changes. As a result, it forces AMS to identify the technology company's new priority partnerships and keep up to date on who they are and who at the company is managing them — and who the contacts are at their partner organization. ■

*Check out the One on One archives to read recent columns from IDG U.K. Publishing Director **Luc Borg**, IDC Research Manager/Mobile Phones & Wearables **Ramon Llamas**, IDG Global Services Chief Executive **Kumaran Ramanathan**, and others.*

Calling all volunteers!

*IDG Australia's **Cherry Yumul** has worked for a perishable food rescue organization.*



*IDC's **Tony Strattner** has narrated audiobooks for vision-impaired listeners.*

Many IDG and IDC employees offer their time and talents to make their local community — and sometimes a far-flung location — a better place. An upcoming issue of IDG World Update will profile some of these community-spirited volunteers, and the editors are looking for nominees.

Previous special issues have included people who have collected clothing for survivors of a typhoon, recorded stories for the blind, cared for animals at a local shelter and traveled to Central America to dig wells for a village, to name just a few examples.

If you contribute your time to a special cause, or know of someone at IDG, IDC or one of IDG's licensing partners who does, please write to IDG World Update.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

39
Debbie Sobin *IDG Corporate Services Group*

19
Lance Castonguay *IDG Corporate Services Group*

18
Chris Lin *IDG Communications*

15
Soon Yul Chang *IDC Korea*

10
Tomas Watz *IDG Sweden*

8
Trever Cumming *IDG Communications*

7
Divyaprabha Bhadrinarayana *IDC Center for Consultancy & Research*
Ada Song *IDC China*

6
Cindy Gao *IDC China*

5
Meriska Elfiarini *IDC Indonesia*

4
Lisashree Mishra *IDC Center for Consultancy & Research*
Anantha Padmanabha *IDC Center for Consultancy & Research*

3
Yilu Yao *IDC*
Steven Vaughan *IDG Corporate Sales*

2
Martin Smutny *IDC CEMA*
Jonathan Namuncura *IDC Chile*
Meng Duan *IDC China*
Ashwin Moduga *IDC Center for Consultancy & Research*
Evan Collyer *IDG Corporate Services Group*

1
Marek Kneys *IDC CEMA*
Adeeb Shaikh *IDC MEA*
Nathan Budd *IDC U.K.*
Lydia Mendoza *IDC Mexico*
Julian Tozer *IDG U.K.*
Tom Maloney *IDG Communications*
Li Rou Chua *IDC Malaysia*
Sunny Upadhyay *IDC Singapore*

continued from page 5

Sweden's NGT

nature of IT threats and responses, Jonsson said. "The topics change by the day, and what's accurate one week might have been forgotten the next. As technologies evolve, so does the seriousness of the attacks. Companies need to be agile and constantly prepared. This makes it challenging to put the content together." For example, Jonsson, noted, the WannaCry ransomware attack happened only a couple of days before the event, "and many of our speakers tweaked their presentations the same day to take note of this most recent severe worldwide attack."

Feedback from attendees and sponsors has been very positive, Jonsson said, noting that attendees cited the "top speakers" and quality content.

The next edition of Next Generation Threats will take place in Gothenburg, Sweden, on Sept 21.

For more information, contact Emmy Jonsson. ■

To change your password or if you forgot your password for IDG Central, IDG's intranet, click here. If you need to create a login for IDG Central, click here to request one.

Sweet treats mark the start for IDC's college interns

IDC hosted an ice cream social earlier this month as part of the kickoff to welcome a new crop of interns. The company has a long history of sponsoring enterprising college students to work on research programs and other projects for 10 weeks during the summer. The six Framingham, Mass.,-based interns each met their "ambassador," an assigned mentor for the summer, and other employees stopped by to welcome the interns and socialize. (Not pictured: **Michael Rosen** (Tulane), and IDC California's intern, **Megy Appalaraju** (Northwestern University).

*Intern **Taylor Galland** (Trinity College), Associate Research Analyst **Viranart Chandarasanti**, Office Services Associate **Ricky Sain** and Intern **Greg Robinson** (UMass/Amherst).*

*Intern **Emma Schiller** (Bates College) and Senior Research Analyst **Victoria Brown**.*

*IT Operations Business Analyst **Ari Tashman** and Intern **Kevin Sheehan** (Amherst College)*

*Intern **Cormac Lundt** (University of Connecticut) and Business Development Representative **Justin Diercks**.*

EMILY LAMBERT PHOTOS

*Group Operations Director **Doreen Francy**, Group Operations Manager **Romelle Herring** and Group Operations Manager **Karen Timons** , known as the "go-to" folks for interns' queries, stopped by to introduce themselves.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Yash Dogra *IDC Middle East and Africa*
Emmy Jonsson *IDG Sweden*
Cathy Kelly *IDC*
Michael Latchford *IDG Communications*
Manuel Pastor *IDG Spain*
Aqsa Tariq *Rasala Publications*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

12 JUNE 2017 | VOLUME 47, NUMBER 25 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2,4* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG Netherlands' decision to focus on ABM yields big returns

IDG Netherlands is strongly committed to adopting a more strategic sales approach with its clients, and key to that effort is a strong focus on account-based marketing programs.

SEE MORE ON PAGE 4

Also inside

ARN's Emerging Leaders Forum in Sydney builds community and engagement

One on One: Publishing Director Luc Borg looks at the commercial performance of IDG U.K. enterprise sites

On the Job: Behind the scenes with IDG Marketing Designer Stephanie Brockway.

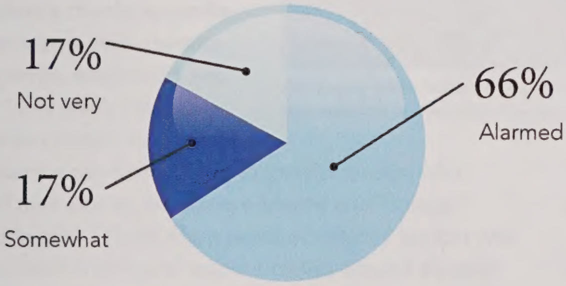
SEE MORE ON PAGE 6

Unsung Hero: IDC Middle East and Africa Conference Project Manager Yash Dogra.

SEE MORE ON PAGE 8

Question of the week results

How concerned are you that President Trump is withdrawing the U.S. from the Paris climate accord?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you rode a bicycle?

CLICK HERE

IDG Tech & Marketing Newsletter

IDG Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

As Apple and Google Take Aim at Ads, Publishers Tremble (Digiday)

How Machine Learning Can Improve Content Marketing (eMarketer)

Google, Facebook, Microsoft Spent Hundreds of Millions to Advertise in 2016 (MediaPost)

Viewability Standards Have a Gaping Hole: Mobile Apps (Digiday)

20% of Risky Emails Bypass Email Security (MediaPost)

Executive mentoring forum builds community, engagement and ARN brand

IDG Australia's ARN recently held the second annual Emerging Leaders Forum in Sydney. The half-day afternoon program is "a brilliant community-building program that not only helps our industry but gives us great brand kudos," said **Susan Searle**, ARN president and publisher.

The Emerging Leaders Forum was instigated in discussion with the members of the ARN (Australian Reseller News) Hall of Fame who, as senior members of the industry, wanted to facilitate the development of up and comers through mentoring and coaching and give them IT industry insights that could take their careers to higher levels. "The forum is a way for them to give back to the community in a way that ensures its future prosperity," Searle said. "They saw a need to recognize, promote and enable tomorrow's leaders. As ARN provides a platform for community engagement and enablement and promotes best business practices, we saw it as our role to facilitate this program."

Attendees at the event numbered 130. According to ARN Events and Projects Manager **Alexandra West**, the program's audience is predominantly between 21 and 40 years old and should be on a career-progression track. In many instances, they are already managing a team and looking for ways to continue to advance their careers. Leading up to the forum ARN hosts an online survey that gives emerging leaders a chance to profile their status, opportunities, concerns, roadblocks, etc.

ARN
EMERGING LEADERS

ARN Deputy Editor **Hafizah Osman** (left) led a panel on employers' responsibilities in promoting emerging leaders.

"This year's Emerging Leaders Forum started with presentations from young, successful leaders who told their stories, including triumphs and hiccups," Searle said. "There was a panel of industry leaders who discussed employers' responsibilities around developing future leaders, followed by three 20-minute guided mentoring sessions with Hall of Fame members."

During registration, attendees can identify the Hall of Fame members they would like as mentors. Designed to be interactive, the mentoring sessions are conducted in groups of three to five attendees per mentor. Mentors shared information about their work history, offered general career advice and answered attendees' questions.

Not only do Hall of Fame members serve as the mentors during the forum, they also judge the forum's Emerging Leader awards, which are given to future leaders in a vendor, a distributor, a partner/reseller and a start-up organization. "Nominees answer an online questionnaire identifying their experience and career aspirations," West said. "They can nominate themselves or be nominated by a colleague. These nominations are shortlisted and then judged by the ARN Hall of Fame members."

ARN President and Publisher **Susan Searle** (center) networks with Emerging Leaders Forum attendees.

ARN Editor **James Henderson** acted as the forum's emcee and presented the online survey data. ARN Deputy Editor **Hafizah Osman** moderated a panel on employers' responsibilities in recognizing and promoting emerging leaders. Searle was a Hall of Fame mentor.

The Forum is free to attend and funded through the ARN ICT Industry Awards. "Previously, A$500 (US$375) from each table sale at the Industry Awards was donated to a charity, but the Hall of Fame agreed investing in the future of our industry was a more valuable outlay," Searle said. "Each year at the awards we have more than 70 tables purchased by awards sponsors and the finalists."

One mentee said the forum was "a thought-provoking afternoon," while one mentor told ARN he had received "the most heart-warming messages since the forum. ARN's hard work pays off with its events."

Searle said the forum has proved so popular that the New Zealand Hall of Fame asked Reseller News to start the program there.

For more information contact Susan Searle. ■

OneonOne

Luc Borg

IDG U.K.

The publishing director of IDG enterprise brands in the U.K. is this week's columnist. Reach him at luc_borg@idg.co.uk.

> "It is our commitment to quality that has enabled us to maintain our premium pricing, from ensuring the audience is who we say they are to obsessing about advertising viewability and producing industry leading events."

Q Who are IDG U.K.'s competitors in the enterprise space, and how do you distinguish IDG's brands?

A The U.K. enterprise technology publishing market is a competitive one, with core competition coming from publishers such as Incisive Media (Computing), TechTarget (Computer Weekly), Vitesse Media (Information Age), Dennis Publishing (Cloud Pro, IT Pro and Alphr), Business Insider and Computer Business Review.

The key differentiator for IDG U.K. is the fact that we publish three brands, each addressing a specific audience through unique content written specifically to support the readers it is intended for, including CIO (C-Suite), Computerworld. (IT manager and higher) and Techworld (developers, architects and startups). No other U.K IT publisher has demonstrated this commitment to IT professionals, focusing on each stage of the IT decision making process from the influential implementer to final decision maker.

Beyond defining these unique identities and ensuring that we create unique and relevant content on each, we have also improved the products enormously over the past 36 months with page views between May 2014 and May 2017 growing 560% on Techworld, 303% on Computerworld UK and 32% on CIO.

We know that we are not the cheapest publisher in the U.K market, but it is our commitment to quality that has enabled us to maintain our premium pricing, from ensuring the audience is who we say they are to obsessing about advertising viewability and producing industry leading events.

Q What third-party revenue opportunities are you pursuing? Do these differ from third-party partnerships on the consumer side?

A Third-party income is becoming increasingly important for the U.K enterprise business. As I mentioned earlier, we have significantly increased page views on all brands and in doing so have created a significant amount of additional inventory, which is vital to third-party relationships.

Our primary source of third-party income is through programmatic display on non-U.K. pages. These are pages on IDG U.K sites that are viewed from non-U.K. IP addresses, such as Techworld.com being read in China. In addition we have a number of other third-party partnerships such as Sharethrough (native programmatic), Rev Content (content recommendation), Vibrant (contextual links), Skimlinks (affiliate links) and Jobbio, our new careers partner.

We have increased year-on-year third-party revenues by 174%, and I'm confident we will continue to experience further growth throughout the remainder of FY17 and into FY18.

Q Can you talk about the commercial performance of your enterprise sites? Where is the revenue coming from, and do you see this shifting?

A I am delighted to say that overall U.K. enterprise revenue has increased 9% year-on-year. The big shift has been through SMS sales, which account for 56% of our income and is up 56% year-on-year. Display makes up 27% of revenue (up 5% year-on-year), events are 10% but should be more, third-party is 5% and 2% is from other sources.

I foresee further growth of our SMS business heading into FY18, direct sold display is likely to start to decline, third party will grow significantly again, and it is imperative that we realize the full potential we know exists within our events business.

Q Does ad viewability remain as big a concern as it has been or is the shift away from banner ads making that less of a concern?

A Ad viewability remains a priority for us. We have spent much of the past 18 months focusing on ensuring that we exceed the IAB viewability standard of 70%, and, in doing so, ensuring that our customers' campaigns stand the best possible chance of being seen by our users.

Eighteen months ago viewability on each of the U.K. brands was around 45% and since then, through a number of refinements, we have improved this to 80% on CIO, 77% on Computerworld U.K. and 79% on Techworld.

As a result we have not seen the decline in display advertising that many of our competitors have experienced. In fact year-on-year direct sold display revenue has increased 5% with average yields of $207 CPM on CIO, $163 on Computerworld and $178 on Techworld.

Viewability is now also increasingly influential in programmatic buying decisions, and it is therefore vital that we continue to improve our performance.

continued on page 7

IDG Netherlands' decision to focus on ABM programs yields big returns

Central to its evolution from media partner to value-added business partner is IDG Netherlands' commitment to adopting a more strategic sales approach with its clients, and key to that effort is a strong focus on account-based marketing (ABM) programs.

"Our strategy since the beginning of the year has been to focus on our most valuable profiles and to take a more strategic sales approach toward selected clients," said IDG Netherlands Managing Director **Maringo Vlijter**. "Forty percent of our revenue in the first half of the year has been ABM-driven, focused on the few."

"For the past several months we have been working with a number of clients on ABM programs," noted **Rogier Warnink**, senior account manager. "Beginning with Cognizant, for whom we did a program focused on raising awareness with the CMO audience, we have now delivered ABM-based programs for 11 clients."

"Account-based marketing is a high-end result-driven program that enables us to help our partners to put specific focus on their key accounts," explained **Vincent van Beek**, business development manager. "Using IDG's marketing and data intelligence in combination with a customer's goals results in a far more in-depth product than traditional media campaigns. With the HPE program we over-delivered on KPI's and service that has resulted in further strengthening the relationship."

The HPE program — IDG Netherlands' first full-blown account-based marketing program in which IDG and the client worked as one team — was so successful, the company has signed on for a second and third campaign.

> The HPE program — IDG Netherlands' first full-blown account-based marketing program in which IDG and the client worked as one team — was so successful, the company has signed on for a second and third campaign.

Among IDG Netherlands colleagues who have worked on the HPE ABM program are (l-r): Online Marketer ***Narine Kadyan****, Chief Editor* ***Sander van der Meijs****, Senior Account Manager* ***Rogier Warnink****, and Digital Manager* ***Pim van Dijk****. Not pictured: Ad and Data Operations Manager* ***Maurice Otte****, SMS Project Manager* ***Annelies Bos*** *and Business Development Manager* ***Vincent van Beek****.*

The goal of the initial program was to focus on HPE's core SMB accounts in the Netherlands and obtain more data, an improved thought-leadership position, engagement, insights and leads from this group of 1,000 accounts. Program deliverables included market intelligence; production of digital online content, such as articles, video and infographics; content and lead nurturing. The program was designed to focus on small and medium enterprises with a minimum of 50 full-time employees and had a number of delivery goals:

- Enrich HPE database of unattended accounts. (Unattended accounts are accounts that do not have a specific focus — no account manager or calling team approaches them, but there is budget and issues HPE can address.)
- Delivery of 220 market-qualified leads and 50 highly qualified leads.
- Drive visits to the JRIT (HP's Just Right IT Smart Buy solutions) Content Hub on IDGNL's Webwereld).
- Create awareness of HPE's expertise in four key areas: Mobile, Hyperconverged, Keep Your Business Running and Flexible IT.

Each of the four topics was subdivided into three stages with appropriate content provided at each stage:

continued on page 5

continued from page 4

Netherlands ABM

- Awareness: articles on the topics of a more general, informative nature.
- Consideration: articles going more in-depth and of a more advisory nature.
- Conversion: white papers and case studies.

"Our chief editor, **Sander van der Meijs**, assessed the content supplied by HPE and drafted a content plan that combined HPE content and custom content that would need to be created by the IDG Netherlands editorial staff, which produced the articles, and the company's digital manager **Pim van Dijk**, who is responsible for the infographics," said **Annelies Bos**, SMS project director.

"We created a strong mix of content taking the target audience into account," Bos noted. "Some are more triggered by an article, some prefer to digest content via infographics or video. It's the expertise and knowledge of our editors around the target audience and the content plan that allows us to address these needs as well as ensure a rich content environment and optimal content consumption in the funnel toward conversion."

> "It's the expertise and knowledge of our editors around the target audience and the content plan that allows us to address these needs as well as ensure a rich content environment and optimal content consumption in the funnel toward conversion."
>
> *Annelies Bos*

All of the content was published on a dedicated HPE website, the JRIT Hub, which was hosted on Webwereld along with a second version of the site created for Computerworld. Both sites were aimed at the specific target account lists: Webwereld focused on SMB and Computerworld on the 500-plus employee market sectors. "For each JRIT Hub, we created a specific series of banner ads to drive traffic from these target account lists to the content hosted there," Bos said. "Also for the banner ads, we adhered to the three different stages: awareness, consideration and conversion."

The team also set up a mailflow — a wave of newsletters around specific topics. The first newsletter contained four topics, and staff was able to monitor who clicked on which topic. Individuals who clicked on mobile, for example, were sent a second newsletter that contained more content on mobile and one related topic. "If they clicked on mobile again, they were sent a third newsletter focused only on mobile that included links to two white papers. This mailflow funneled the contacts into an MQL stage after which Connect converted them into defined MQL leads in which we scored content and behavior," Warnink explained. The mailflow was constructed around the four topics and the three stages.

"We started with an awareness HTML mailing sent to opt-in subscribers in which we included links to content related to all four topics in the awareness phase. As users were required to opt in, we were able to check exactly who clicked on which content piece, allowing us to build custom HTML mailings for those that have clicked on, for instance, Mobile and send a second HTML mailing from the consideration phase with a mobile focus. In this stage we also included a link to one white paper to stimulate conversion. Further clicks are then sent more information on the topic in the conversion phase.

"We ensured four touchpoints per company after which the list of contacts that have been funneled was sent to IDG Connect to generate MQL leads and BANT leads," Warnink said.

Vlijter noted that IDG's new Pipeline Activator has been an excellent add on to his team's ABM solution. "Pipeline Activator helps us to provide the client with even more insights into their clients. We can generate broad market insights into a topic, enabling us to have the right business discussions, while we can also assess the position of our partners in the market. Simultaneously, we are running a Content Activation program increasing brand awareness and the thought leadership position for our client with their core clients on these topics, eventually funneling these into qualified leads," Vlijter said.

For more information, contact Annelies Bos. ■

Share your business unit's good news with colleagues worldwide. Contact world_update@idg.com.

On the job: Marketing Designer

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name
Stephanie Brockway

Title
Marketing designer

Business unit
IDG

What a marketing designer does
I design all visual materials that are either internally directed to our own staff or that go out into the world to represent IDG. Outward-facing materials might include company collateral, social media imagery, sales sheets, sales presentations, research presentations, white papers, infographics, direct mail — anything that the sales staff and corporate leadership use to educate customers.

The services I provide and who my customers are
The service I offer is design expertise — taking information and crafting it in such a way that it's compelling to readers. My primary customers are IDG's internal sales staff and leadership team, but, indirectly, my work is received directly by IDG's customers and, ideally, making a difference for them.

Key skills required for my job
There are practical production skills such as being fluent in Adobe Creative Cloud, Microsoft Office and knowing a bit of HTML and about cascading style sheets. More importantly though, are the less tangible design skills such as knowing how to work with typography, color, spatial relationships, etc. And last, but not least, diplomacy is key.

A typical day
No two days are the same — a variety of projects are always coming across my desk. Today, for instance, I'm working with a freelance designer to create a series of white papers, updating a welcome kit for new employees and prepping a series of presentations for sales training next week.

Best part of my job
Designing. Any day that offers me the opportunity to lose myself in some serious design work is a good day.

Most challenging part of my job
PowerPoint is a standard document format in sales, so much of my time is spent working with it. But I find its design limitations to be very challenging. Files are shared both internally and externally, so we need to be very conscious of font usage, and Microsoft's standard set of fonts isn't ideal. Overall, it's just not as user-friendly and adaptable as other design software. I often daydream about rallying designers across the country to petition Microsoft to make PowerPoint more friendly for us.

Marketing Designer ***Stephanie Brockway*** *joined IDG in 1992 as a graphics specialist at Computerworld.*

IDG WORLD UPDATE

An on-the-job issue I'd like to know how colleagues are handling
Related to my commentary above on PowerPoint, I'm always on the lookout for creative design solutions in presentations.

Why and how I got involved in this career
As a child, I was interested in art. I loved to draw and make things. In high school, I got involved with the yearbook and became the editor for my last two years. This was the beginning of my love for design. When it came time for college, graphic design seemed like a fun but practical course of study. I've been doing it ever since!

What my colleagues would be surprised to learn about me
Most of my coworkers already know this, but I've recently taken a shine to performing in musical theater. It was a bucket-list item, so I finally took the plunge. I had an ensemble part in "Big Fish," at Enter Stage Left Theater in Hopkinton, Mass., and a theater lab class at the Gamm Theatre in Pawtucket, R.I., where we performed a series of short 10-minute plays. Now I'm hooked! ■

noteworthypeople

New employees

Stürzl

IDG Germany has hired **Sebastian Stürzl** as an account manager. Previously a sales manager with Süddeutscher Verlag Veranstaltungen GmbH, he studied hotel management at Hotelfachschule Bad Wörishofen. Away from the office he enjoys sports and spending time with his family. sstuerzl@idg.de

Bauer

Also new at **IDG Germany** is UX/Web Designer Intern **Thomas Bauer**. He was previously a web designer at Südwild Media GmbH and studied education at Spiritec GbR in Munich. In his free time he enjoys mountain biking and photography. thbauer@idg.de

New at **IDC Framingham** is Market Research Intern **Gregoire Robinson**. Previously an English teacher at schools in Boston and Kunming, China, he is currently studying computer science at the University of Massachusetts/Amherst. He holds a B.S. in economics from Kentucky's Georgetown College and enjoys reading non-fiction and outdoor activities. grobinson@idc.com

Send information about promotions and new employees to world_update@idg.com.

continued from page 3

One on One

Q What are your goals for this calendar year?

A I have a long list of things that the team and I are focusing on before the end of the year including:

- A continuation of the excellent relationship between IDG U.K. and SMS and a drive to increase strategic marketing sales further. As I mentioned earlier, our SMS income has grown 56% year-on-year and we have benefited hugely from a close working relationship with the SMS sales enablement team and excellent campaign delivery that is so closely managed by the program management team.
- Writing an improved strategy for IDG U.K. events to ensure growth in FY18. The quality of our events is first class, but I'm certain we can sell more with a new strategy in place.
- To continue growing third-party income through the introduction of new partners and the optimization of existing relationships.
- Further refinements to our viewability strategy with a focus on improving user experience.
- Trying where possible to adhere to Google Ad Experience guidelines to ensure that campaigns are not automatically blocked in the Chrome browser. This will require us to remove large sticky ad units and to replace pop up campaigns with a less disruptive alternative that Google endorses. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
Robin Robison *IDG Corporate Services Group*

34
Derek Hulitzky *IDG Communications U.S.*

22
Tony Olvet *IDC Canada*

21
Kathryn Marston *CIO Executive Council*

20
Alana Dros *IDG*

18
Paul Morrisette *IDC*

14
Natalya Yezhkova *IDC*

13
Magdalena Szczodronska *IDG Poland*

12
Monika Kumar *IDC*
Leah Barton *IDC*

11
Tim Scannell *CIO Executive Council*

9
Rainer Bachmaier *IDG Germany*
Patty Bu *IDC Canada*
Mira Perry *IDC Canada*

8
Pedro Hagge *IDC Brazil*
Noris Medina *IDC*

7
Gabriela Medvecova *IDC CEMA*

6
Robin Clausen *CIO Executive Council*
Andy Ye *IDC Taiwan*
Apolo Lopez *IDC Mexico*
Allyson Hughes *IDC*
Stephanie Geary *IDC*

5
Imran Asif *IDC Singapore*

4
Dean Courmoyer *IDG Communications U.S.*

3
Marcia Delgado *IDC Philippines*
Nalin Saini *IDC CCR*
Sean Kao *IDC Taiwan*
Anna Krenc *IDC Poland*
Petr Stmad *IDC CEMA*
Meric Tahan *IDC Turkey*
Jiri Vlasak *IDC CEMA*
Kyle Razzano *IDC*
Brady Ryan *IDC*

2
Emily Zhang *IDC China*
Caroline Delin *IDG Connect*
Arunas Polikaitis *IDC*
Alfred Simone *IDC*
Duncan Brown *IDC U.K.*
Kyle Price *IDC U.K.*
Isabelle Keck *IDG Germany*

1
Tony Yu *IDC China*
Vijay Sarathi Gollapalli *IDC CCR*
Jonathan Leong *IDC Malaysia*
Rohit Chandramohan *IDC CCR*
Connor Haynes *IDG Connect*
Victor Lee *IDG Korea*
Gabriela Echavarria *IDC Mexico*
Paulina Mendoza *IDC Mexico*
George Nott *IDG Australia*
Mary LeBaron *IDC*
Michaelene North Rizza *IDC*
Isabele Brodeßer *IDG Germany*

Get social

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

Get your IDG Central password

If you forgot your password for IDG Central, IDG's intranet, or if you want to change your password, click here. If you need to create a login for IDG Central, click here to request one.

unsunghero

Yash Dogra

Conference Project Manager

IDC MEA

*IDC Middle East/Africa Associate Vice President, Conferences **Ronita Bhattacharjee** named Conference Project Manager **Yash Dogra** her team's Unsung Hero."Yash is a consummate professional with a clear understanding of the event market dynamics across the Middle East and Africa," she said. "His superior work relationship with all members in his project team and external suppliers is remarkable. Meetings with Yash have always been focused and productive since he is able to clearly and reasonably articulate the various requirements during the project. He is also very strategic in his thinking process, sees the bigger picture and is a fantastic problem solver. He comes up with solutions to almost any operational challenge with ease and creativity. Yash played a big role in establishing the production portfolio within IDC MEA Conferences, which translated into several successful repeat projects."*

Name
Yash Dogra

Home
Dehradun, India

Title
Conference Project Manager, Middle East and North Africa

Primary job responsibilities
My primary job responsibility is to work closely with vendor partners to manage their requirements and ensure they receive the desired ROI from the event. In addition to supplier and venue management for an event, I am involved in budgeting and negotiations for events.

Three things I do in a day's work
- Source new vendors for upcoming events.
- Look for new technologies available in the market to enhance our event experience.
- Work closely with other stakeholders and support them at their events.

What I love most about my job
The fact that the job profile is so vast with opportunity to grow as a professional and so much scope to learn and experiment. It also gives me the opportunity to be in the middle of all the action as it happens.

*Conference Project Manager **Yash Dogra** joined IDC Middle East/Africa in 2014.*

A hot-button issue I'm dealing with on the job
Looking for cost-effective technologies in audio-visual, registrations and delegate interaction.

Latest accomplishment
Recently delivered two very successful events: IDC's Middle East CIO Summit 2017, which took place onboard a cruise liner, and Schneider Electric Innovation Summit 2017.

What I'm doing to be a better employee
The only way to better yourself is to learn and keep yourself updated on how the industry is evolving and apply these latest advancements to practical use.

Interests outside the office
Soccer and traveling.

What others can't tell just by looking at me
I'm a Professional Association of Diving Instructors (PADI)-certified diver.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Ronita Bhattacharjee *IDC Middle East & Africa*
Luc Borg *IDG U.K.*
Annelies Bos *IDG Netherlands*
Stephanie Brockway *IDG Communications U.S.*
Yash Dogra *IDC Middle East & Africa*
Susan Searle *IDG Australia*
Maringo Vlijter *IDG Netherlands*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

5 JUNE 2017 | VOLUME 47, NUMBER 24 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4 | ANNIVERSARIES - page 6 | COMMUNITY - page 7

Agenda at CIO Summit appeals to Turkish CIOs in diverse sectors

IDC CIO SUMMIT 2017 TÜRKIYE
Enabling Dynamic Change for the Digital Era
Developing Skills for the Digital World
Steven Frantzen
Senior Vice President, EMEA
IDC
IDC CIO SUMMIT 2017

IDC EMEA SVP and Managing Director/CEMA Steven Frantzen was among the speakers who focused on the latest technologies, strategies and priorities shaping digital transformation across Turkey.

SEE MORE ON PAGE 2

Also inside

One on one: IDC Research Manager Ramon Llamas looks at the wearables and mobile phone markets

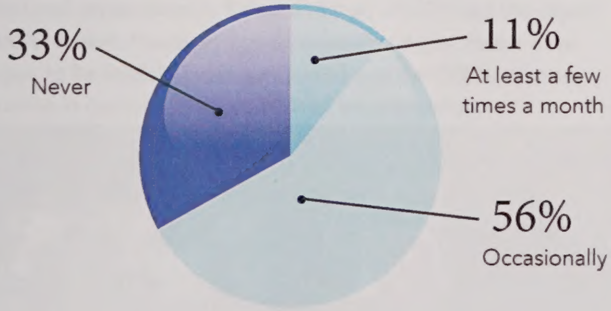
IDC partners with Gulf Business for editorial supplement series on digital transformation

IDG Sweden employees get some sun and a sea breeze during their annual summer party.

SEE MORE ON PAGE 7

Question of the week results

How often do you use a service like Uber or Lyft?



Log on to www.idgcentral.com to vote on this week's question:

How concerned are you that President Trump is withdrawing the U.S. from the Paris climate accord?

CLICK HERE

IDG Tech & Marketing Newsletter

IDG Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Global Media Spend Up 7.2%, Tops Consumer Price Gains (MediaPost)

CMOs & Brand Managers Confirm That Personalized Brand Experiences Are Increasingly A B2B Marketing Priority (The Drum)

The State of Mobile Advertising (Digiday)

Inside Google's Global Campaign to Shut Down Phishing (Wired)

Smartphone Shipment Volume Expected to Recover in 2017 and Gain Momentum into 2018 (IDC)

Full agenda at IDC CIO Summit Turkey appeals to CIOs across diverse sectors

IDC Turkey convened its eigth annual CIO Summit in April for the country's most influential ICT leaders at Antalya's Regnum Carya Golf & Spa Resort focused on the theme "Enabling Dynamic Change for the Digital Era." The conference explored the latest technologies, strategies and priorities shaping the roadmap of digital transformation (DX) across Turkey.

IDC Turkey Country Manager **Nevin Cizmeciogullari**, IDC Group VP/MD Middle East, Africa and Turkey **Jyoti Lalchandani** and IDC EMEA SVP/MD CEMA **Steven Frantzen** presented the opening address, the local view of Turkey's IT sector and IDC's keynote address, respectively. Lalchandani identified the top planned ICT investments in Turkey: mobile technologies, data collection and analytical tools, and cybersecurity and IoT.

The agenda covered a wide range of verticals, including finance, manufacturing, retail, holding companies, health care, energy, education and services. Much of the conference involved small workshops and focus groups, with more networking opportunities than ever before between Turkey's IT decision makers and global experts from highly respected companies in the ICT community. There were 48 speaking slots, five panel discussions, and 15 end-user presentations during which CIOs described their DX process, new projects, success stories and challenges. "Content-wise, there were more CIO speakers than vendors, which delegates very much appreciated as they learned from their peers' experiences and had a chance to listen to the most senior CIOs in the market," Cizmeciogullari said.

One of the most interesting discussion subjects was whether the digital change leader is the CIO or the chief digital officer (CDO). Cizmeciogullari said. CIOs think that digital transformation is not well understood in Turkey and they should lead the digital transformation. However digital conversion departments have begun to be established in companies and the CDOs, who are growing in number, have established an association.

Thirty CIOs at the pre-conference VIP session spent an afternoon learning krav maga self-defense techniques.

In the months before the summit, IDC Turkey organized its fourth annual awards competition to recognize excellence in implementing cutting-edge technologies. Out of 88 project applications, 27 reached the final appraisal level. During the conference, IDC Turkey announced the CIO of the Year and the "Best Of" winners in five categories: innovation project, change management, IT governance, business enablement and IT cost efficiency. This year the ceremony honored public sector organizations' achievements in those five categories as well.

*Intern **Gizem Karac** (center) captures a quick photo of IDC Turkey colleagues (approximately l-r): – Conference Project Manager **Sevil Caliskan**, Conference Specialist **Pinar Kartal**, Conference Project Manager **Orcun Caliskan**, Conference Project Manager **Pelin Pirnal**, Conference Project Manager **Banu Sögüt**, Berrak Atasen (a TV newsperson who served as moderator), Head of Conferences **Sarper Türkay**, Principal Analyst **Eren Eser**, Graphic Designer **Cihan Kural** and Graphic Designer **Büsra Demirci**.*

In all, there were 455 attendees — among them 210 CIOs — and 45 sponsors. Cizmeciogullari said that level of corporate support is impressive, "given the shrinking budgets of the ICT vendors in Turkey," and credited Senior Sales Manager **Onur Hamitoglu** for his efforts. The more than 350 one-on-one meetings betwen sponsors and C-level end users was an all-time high.

Following the advice of the CIO Summit advisory board, IDC Turkey invited 30 VIP CIOs for a relaxing day of conversation and networking the day before the summit formally opened. "We want to create a close connection to these leaders and have them talk with each other about their work life and social life as well," said Head of Conferences **Sarper Türkay**. The IDC Turkey staff also arranged for an intimate dinner for the CIOs and key vendor managing directors as well as an outdoor workshop on krav maga self-defense techniques, which was a big hit with the VIPs, Türkay said.

Write to Sarper Türkay. ■

OneonOne

Ramon Llamas

IDC

IDC's research manager for wearables and mobile phones is this week's columnist. Reach him at rllamas@idc.com.

"I keep hearing about companies testing bendable displays and foldable displays. Now, imagine what you could do with that: a smartphone that starts off with a regular 5.5-inch display, but then can be unfolded for you to view a 10-inch display."

Q What countries are seeing the biggest increases in their installed base of smartphones?

A This year we are expecting strong, year-over-year double-digit growth in emerging markets, specifically Africa and Southeast Asia. Take a look at these growth rates we anticipate for 2017:

Nigeria and Pakistan (44%); Uganda (43%); Morocco and Tanzania (38%); India (34%); Indonesia and Kenya (33%).

While these numbers are very encouraging, it should be remembered that in most of these countries total number of user are still overall rather low, around the tens of millions. That still leaves plenty of room for growth. Within mature markets, like the U.S. and across Western Europe, growth will only reach low double-digit territory (less than 5%). There is not much greenfield territory for new users, so smartphone shipment volume is usually a replacement play than a new-user one.

Q Is there still a viable market for feature phones, and if so, where?

A Around the world, the feature phone market is heading for steady decline, but it's not about to disappear altogether. Again, this is where we see emerging markets seeing volumes well into the hundreds of millions in 2017 but nevertheless lower than 2016 levels.

Q What, if any, new features do you anticipate phones will be offering in the coming years or have these devices peaked in terms of features?

A We've reached an innovation plateau, with most so-called new features being evolutions of what we have seen before. For example, the camera phone has been around since the late 20th century, but each year, vendors are trying to up the game with more pixels, better sensors, object image stabilization, editing tools, etc. But when you get down to it, it's still a camera.

If there's one feature we seem to be returning to year after year, it's the display. I keep hearing about companies testing bendable displays and foldable displays. Now, imagine what you could do with that: a smartphone that starts off with a regular 5.5-inch display, but then can be unfolded for you to view a 10-inch display. Or maybe you get a smartphone that has a display on the back that shows you the time or short notifications. Or in one example I saw, an e-ink display so that the back of your phone is essentially a low-power e-reader.

Q Can you give us an overview of the worldwide smartwatch market?

A Last year, total smartwatch volumes remained essentially flat from 2015 levels, reaching a total of 20 million units shipped worldwide. To put that into perspective, the worldwide smartphone market shipped a total of 1.47 billion units, which was more than 70 times the size of the smartwatch market. The reason for the slowdown was primarily due to vendors rearranging their release schedules, but consumers still have yet to accept what smartwatches can do for them, especially since the experience is tied so tightly with the smartphone. As such, most users ask, "Well, if it keeps sending me back to my smartphone, do I really need a smartwatch?" That's a fair question, but keep in mind that the smartwatch is still at its initial stages, and development to make the smartwatch a standalone device is under way. Think of what happens when your smartwatch connects to a cellular network instead of your smartphone. Now think of what happens when you tie in artificial intelligence like Google Assistant or Alexa. Now think what happens when you build applications around those. None of these are expected to happen overnight, but this is the general direction that the market is taking, and I strongly believe that it will attract more users.

Q Besides smartwatches, what are some of the other wearable devices that are either available now or on the horizon?

A One category that stands to drive the market forward is something called hybrid watches. These are watches that combine wearable technology (e.g., step counting, smartphone notifications and others) into a traditional watch form factor, so that the watch still looks and feels like a conventional watch, but it also brings the functionality of a wearable device. The other benefit: battery life. These can run on a standard watch battery for months and not have to be recharged every day like most other smartwatches. And since these don't look like fitness trackers, these tend to match people's overall styles. Toward the end of last year, we saw nearly a dozen companies experimenting with these devices, and the initial feedback we received was that companies

continued on page 5

IDC MEA partners with Gulf Business for editorial supplement on digital transformation

IDC Middle East, Africa & Turkey launched a three-part editorial project last month designed to guide business executives and IT decision makers as they learn more about digital transformation (DX) and its accompanying new realities for business.

IDC's DX Insights is a supplement within Gulf Business, a leading monthly magazine and website in the Persian Gulf region, based in Dubai, that targets corporate executives from a wide range of industries. Each supplement will also be downloadable from the Gulf Business site and from the DX Insights site. The first 24-page issue focuses on the role of cloud in driving digital transformation.

While this is the first alliance with Gulf Business, IDC MEA previously engaged with the publishing house ITP to produce one-off magazines that coincided with its Middle East & Saudi Arabia CIO Summits in 2016.

"More and more vendors in the region are realizing that they can no longer focus their attentions on CIOs alone, particularly as digital transformation initiatives are increasingly becoming a joint effort between IT and the business," said IDC MEA Research Director **Megha Kumar**, one of several IDC analysts who contributed articles to the first issue. "This is why we have collaborated with Gulf Business, since their target audience covers a broad range of business decision makers, including CEOs, heads of finance, marketing directors and so on. The aim of this project is to support our partners in enhancing their exposure and mindshare among these kinds of influential business decision makers."

> "More and more vendors in the region are realizing that they can no longer focus their attentions on CIOs alone, particularly as digital transformation initiatives are increasingly becoming a joint effort between IT and the business."
>
> *Megha Kumar*

IDC's partners in the first issue — Dell EMC, Akamai and Fortinet — are represented through case studies, features and Q&A segments. Kumar said IDC approached vendors that were looking to build mindshare with business decision makers or explain how their solutions can enable organizations to realize their digital transformation agendas.

"The ideal number of partners is three or four, since we want this to serve as an exclusive thought-leadership showcase for a select band of vendors," she said. "In terms of content, the vendors provided us with feedback on the themes that resonate best with their own go-to-market strategies. With some partners, IDC would provide inputs on which aspects of their messaging would be a perfect fit for the supplement."

IDC's
DX Insights
MAKING SENSE OF DIGITAL TRANSFORMATION & THE NEW REALITIES FOR BUSINESS
CLOUD – THE CATALYST FOR TRANSFORMATION
IDC

IDC Middle East, Africa & Turkey will produce three issues of its DX Insights supplement, which will appear in issues of Gulf Business in May, August and November.

Other members of the IDC MEA team who contributed content included Group VP/MD **Jyoti Lalchandani**, Associate VP **Ranjit Rajan**, IDC Saudi Arabia Principal Analyst **Hamza Naqshbandi**, IDC MEA Senior Research Manager **Swapna Subramani**, and IDC South Africa Research Manager **Jon Tullet**.

Prateek Shah, senior sales manager, and **Munawar AbdulKareem**, senior account manager, were instrumental in securing the vendor partnerships for the first supplement, Kumar said. IDC MEA Publishing Manager **David Hammett** played a key role in terms of ensuring the quality of the content and managing relationships with the editorial staff at Gulf Business.

The second DX Insights, due out in August, will have a connected cities theme, while the third in November will focus on big data. The IDC team is evaluating whether to extend the DX Insights initiative to Turkey and Sub-Saharan Africa.

For more information contact Megha Kumar. ■

continued from page 3

One on One

were unable to keep up with demand. And at the recent Baselworld watch show in Switzerland, even more companies announced their plans to launch hybrid watches this year.

One other area I'm keeping my eye on is smart clothing. It's been around for several years with smart shirts, with most functionality centered on tracking health and fitness. This is not going away, but it is moving to include other products like smart socks, smart shorts and smart sneakers that track a user's running data. These take health and fitness beyond simple step tracking into more in-depth data metrics, like heart rate and breathing rate to better understand user fatigue and when a user is at his or her best. It's easy to see how these have been appropriated by professional and semi-professional athletes.

The next step is to figure out how wearable clothing can be used for productivity. I met with one company that released smart gloves for workers. In it, the gloves monitor which tasks and tools a worker is using on a project on an assembly line to ensure the right steps are being taken. Its aim is to reduce mistakes and maintain consistency. Another is a uniform for workers in hazardous conditions that not only monitor the user's data but also environmental data to keep workers safe.

> "Now, of course the challenge for smartwatches and hybrid watches as a whole is how to persuade users who have forgone wearing a watch in favor of using their smartphone to purchase one of these devices. The theory is that users will come for the style and stay for the technology."

Q What trends were on display at CES in terms of wearables?

A Lots of smartwatches and hybrid watches. It's amazing how vendors can launch multiple variations of a single model in order to appeal to a broader audience.

The other thing to keep in mind about all of these watches is that companies are moving forward from a one-style-fits-all into multiple styles for a heterogeneous audience. The first smartwatches were really aimed at tech adopters, and the products weren't shy about showing that. The joke that some of us made is that the first smartwatches were developed by male engineers, tested by male engineers, marketed by male engineers and sold to male engineers. There wasn't a lot of consideration given to other areas like style and design. Now here we are several years later, and look at the different directions that smartwatches and hybrid watches are aiming for: men and women; emphasis on premium materials and brands versus mass market appeal; watches for the outdoors fan; watches for kids; watches for the citizen athlete. Now, of course, the challenge for smartwatches and hybrid watches as a whole is how to persuade users who have forgone wearing a watch in favor of using their smartphone to purchase one of these devices. The theory is that users will come for the style and stay for the technology.

Q You recently wrote a report about inhibitors to wearables adoption in the U.S. What are a few highlights?

A The most popular answer has been price, with 41.8% of survey respondents saying that wearable devices are too expensive. But that's usually the most popular answer that consumers give anyway when they are asked why they do not own a certain category of devices.

For me, the big thing to watch is the second-most popular answer: that wearables do not fit into a person's lifestyle (27.5%). This is where wearables have to make their case of being a must-have device. All of the metrics that wearables track like steps taken, calories burned, etc. are helpful, but they also fail the user in one important area: what do we do with all of this data? Can it tell me that I'm working out the wrong way? Or provide me insights about what I should eat or when I should rest? Because at the end of the day, if we take this gamification approach of trying to take a certain number of steps per day, then we only accomplish that much. But if we take a larger approach that incorporates our historical data and compares it to big data of similar users, we can learn how we measure up against others and how we can improve our health overall.

Q What are IDC clients' chief concerns in terms of what they need to learn about these two markets?

A The one thread that runs through all of them is where these markets are heading next. We all know that no market can remain the same throughout its lifetime; constant development and innovation are warranted. And any vendor that decides to keep the same approach risks some level of Darwinism (i.e., evolve or die) and ends up watching from the sidelines while others not only change but also shape and guide the market. For wearables, it's a combination of developing product and the category: Is it cellular connectivity? Is it developing a thriving third-party application portfolio? Is it iterating on the device toward new customers? Take a look at what Fitbit is doing and how it is pivoting from fitness trackers to smartwatches later this year in a bid to remain relevant with the changing tastes of its customers. For smartphones, it's finding those pockets of growth within emerging markets at the right price point while maintaining a presence within developed markets through the right channels. On paper, that is already a daunting task. Now try to do it with hundreds of models that have to be tailored to specific markets and coordinating launches of new devices with the right marketing.

It's also about understanding the larger picture of where these markets will be three to five years out. Does anything change that companies have to prepare for now? While we spend a lot of time talking about how these technologies will change, we also need to take a look at how segments and channels will change so that our clients are talking to the right ones at the right time so that they shift where their customers go. ■

noteworthypeople

Et cetera

Hand

Retail Info Systems (RIS) released its Top 10 Movers and Shakers in Retail list in April, a list that included **IDC** Retail insights VP, Research **Leslie Hand**. "Hand drives the research direction of the company, working with retailers and technology providers on developing best practices and strategies, aligned with where they are, and where they want to go," RIS said in its announcement. "Before joining IDC, Hand spent 28 years in the retail industry, with five years in operations and 23 years in retail information technology and technology strategy leadership. Hand is a true team player. 'I lead a team of professionals — all retail analysts and each analyst is empowered to drive their own research programs and client relationships,' she said. 'I drive consensus within the team on joint efforts and allow the passions and expertise of each individual to blossom; to the net result of a value much higher than the sum of the parts.'" RIS's Movers and Shakers are chosen for their contribution to the retail industry and their respective companies. lhand@idc.com.

John McDonald *(left) and* ***Frank Quinn****.*

IDG's Dublin-based license partner, Mediateam, announced that Managing Director **Frank Quinn**, a co-founder of the company, is leaving to pursue other interests. Previously joint managing director, **John McDonald** has been appointed managing director. **Paul Byrne** continues in the role of sales and marketing director, with **Billy Huggard** as operations director.

"Mediateam is a great example of a niche player punching above its weight," said Quinn. "With great media brands and the best team in the business, I know that I am leaving Mediateam in safe hands."

"Frank and I have worked together on some really great brands over the years," McDonald added. "His creativity and commitment are second to none. Frank's influence on Mediateam's quality print, online and event products will live on. Frank is a great friend and colleague and we wish him the very best with his future endeavors." john@mediateam.ie

IDGTN's Glass writes for Ad Exchanger

Glass

In an article for Ad Exchanger, IDG TechNetwork SVP/Data Strategy **Neil Glass** suggested publishers should take a two-year view to optimize yield.

"Steadily engaging users for the longer term is mission-critical, but too often, the short game (aka quarterly goals) wins. This can impact your ability to engage, retain and grow your audience. Publishers should fight the impulse to employ clumsy, short-term tactics that destroy the user experience and damage long-term trust."

Tactics he suggested avoiding are ad clutter, which may slow down the page load and frustrate readers; too many email newsletter blasts; and blurring the lines between sponsored content and editorial.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
Matt Smith *U.S. Media*

31
John Robison *IDG Corporate Services Group*

29
Debi Vozikis *U.S. Media*

19
Mary Menendez *IDC*

18
Linus Lai *IDC Australia*

17
Mark Savery *U.S. Media*

15
Ingo Staehle *IDC Germany*

13
Elizabeth Enriquez *IDC Mexico*
Melissa Chau *IDC Singapore*

12
Ryan Patterson *IDC*

11
Brian Howden *IDC Canada*
Leon Xiao *IDC China*

10
Ella Zhang *IDC China*

9
Marta Munoz *IDC Spain*
Emily Hart *U.S. Media*
Jayshree Doshi *IDC Center for Consultancy & Research*
Srinivasa Varadhara Rangaranjan *IDC Center for Consultancy & Research*

7
Jennifer O'Brien *IDG Australia*
Cate Bacon *IDG Australia*
Lise Fracalossi *U.S. Media*
Joan Joly *U.S. Media*

6
Mike Glennon *IDC U.K.*
Kim Pisano *IDG Sales*
Kathryn Murphy *IDG Strategic Marketing Services*
Sabharinath Balasubramanian *IDC Australia*
Min-Cheol Kim *IDC Korea*
Joon Yheah Tan *IDC Singapore*

5
Matthew Vickers *IDG Global Solutions*
Prathep Thurairatnam *IT World Canada*
Frank Cai *IDC China*

4
Umer Kassim *IDC Middle East, Africa & Turkey*
Dileep Nadimpalli *IDC India*
Eric Kong *IDC Singapore*

3
Magnus Håkansson *IDG Sweden*
Atsushi Kikuchi *IDC Japan*
Iracema Fuentes *IDC Mexico*
Mark Erian *U.S. Media*
Madhumita Das *IDC Center for Consultancy & Research*

2
Cheryl Barrett *U.S. Media*
Jennifer Appleton *U.S. Media*
Kelly Au *U.S. Media*
Adam Patrick Murray *U.S. Media*
Rachel Kusz *IDG Technical Services Group*
Prabhitha Dcruz *IDC Australia*
Rebecca Baily *IDC New Zealand*
Kalvinder Gill *IDC Singapore*

1
Shwetank Jain *IDC Middle East, Africa & Turkey*
Rebecca Hahn *IDG Australia*
Craig Salk *IDC*
Brittany Schilling *U.S. Media*
Tamrah Buhr *IDG Marketing*
Matt Naffah *IDG Strategic Marketing Services*
James Wang *IDC China*
Cynthia Ho *IDC Hong Kong*
Mariaselvam Basil *IDC Center for Consultancy & Research*
Jian Yang Teh *IDC Malaysia*
Anthonie Sioco *IDC Philippines*
Kar Leong Tew *IDC Singapore*
Jing Bing Zhang *IDC Singapore*

Share your news with colleagues

Employees at any IDG or IDC business unit are invited to share news about what their group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Tell us about an office mate with an interesting hobby or volunteer activity. Send your tips to the editors at world_update@idg.com and we'll take it from there.

IDG Sweden welcomes the summer season

The waterways of central Stockholm served as the backdrop for IDG Sweden's annual employee summer party last month. Organizers **Rebecca Kluger**, **Sidona Tesfai**, **Emelie Martensson**, **Anna Lagercrantz** and **Andreas Hedberg** decked out the rented boat with a tropical theme.

Business Intelligence Developer ***Henric Almén.***

Head of Operations ***Rini Bergström*** *and Web Developer* ***Felix Drougge.***

IT Support Manager ***Tomas Norrman*** *and Sales Controller* ***Tomas Watz.***

The weather cooperated for the seaside excursion.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Nevin Cizmeciogullari *IDC Turkey*
Megha Kumar *IDC Middle East, Africa & Turkey*
Ramon Llamas *IDC*
Banu Sogut *IDC Turkey*
Sidona Tesfair *IDG Sweden*
Sarper Türkay *IDC Turkey*

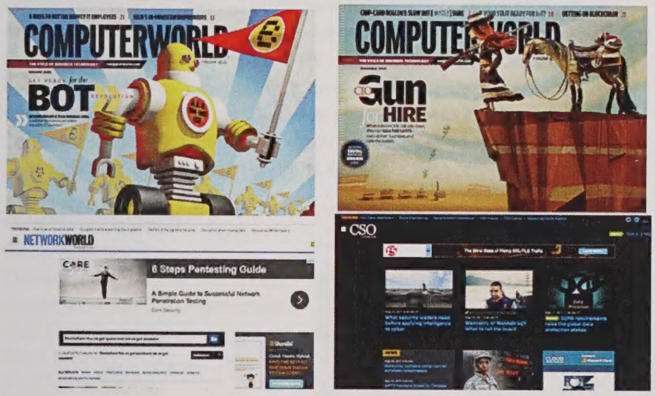
IDG World Update

EMPLOYEE NEWS AND INFORMATION

29 MAY 2017 | VOLUME 47, NUMBER 23 | WWW.IDGCENTRAL.COM

AWARDS - page 2 | NEWS - pages 3-4 | ANNIVERSARIES - page 6 | COMMUNITY - page 7

IDG earns 14 national Azbee Awards for editorial and design


COMPUTERWORLD
BOT
NETWORKWORLD
CORE
6 Steps Pentesting Guide
COMPUTERWORLD
Gun HIRE
CSO

IDG followed up its impressive collection of 25 editorial and design Azbee Awards at the regional competition in April with 14 of those awardees contending for national honors.

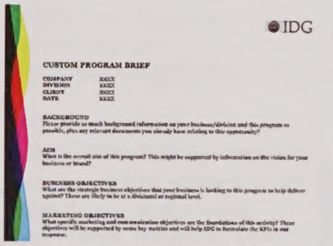
SEE MORE ON PAGE 2

Also inside

Player for Publishers improves monetization of PC Welt's, Macwelt's YouTube channel and owned sites

IDC Day Roadshow is IDC's first event in Mongolia

IDG Sales University: Extend your network to include all buying roles


IDG

CUSTOM PROGRAM BRIEF

COMPANY XXXX
DIVISION XXXX
CLIENT XXXX
DATE XXXX

BACKGROUND
Please provide as much background information on your business/division and this program as possible, plus any relevant documents you already have relating to this opportunity?

AIM
What is the overall aim of this program? This might be supported by information on the vision for your business or brand?

BUSINESS OBJECTIVES
What are the strategic business objectives that your business is looking to this program to help deliver against? These are likely to be at a divisional or regional level.

MARKETING OBJECTIVES
What specific marketing and communication objectives are the foundations of this activity? These objectives will be supported by some key metrics and will help IDG to formulate the KPIs in our response.

Justin Ellis, head of creative strategy, IDG SMS, shares the briefing template mentioned in last week's issue.

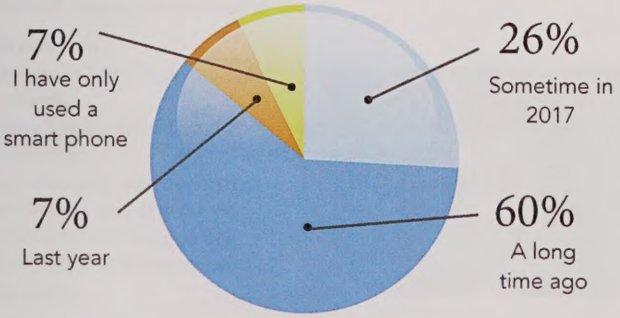
CLICK HERE

IDC Nordic/Denmark employees and event attendees network on the run.

SEE MORE ON PAGE 7

Question of the week results

When was the last time you took photos with a digital camera?



Log on to www.idgcentral.com to vote on this week's question:

How often do you use a service like Uber or Lyft?

CLICK HERE

Panel looks at revenue diversity

IDG's mission is to help our global audience make the smartest technology purchasing decisions.
We provide insights into the evolving technology landscape.
We identify purchase intent that delivers receptive buyers.
We captivate the most powerful decision-makers, allowing marketers to engage them at every stage of the buying journey.
IDG
inma
WORLD CONGRESS OF NEWS MEDIA

IDG CEO Michael Friedenberg (right) spoke at the INMA World Congress in New York City last week, a global conference on growth strategies for news media executives. In his first-ever INMA address, Friedenberg participated in a panel on diversifying revenue and gave examples of ways that IDG has succeeded in this area: Quality (editorial), Scale (virtual scale, Pipeline Activator, IDG Security Day, Connect growth), Data (taxonomy) and Creativity (Strategic Marketing Services).

U.S. enterprise brands earn 14 national editorial and design awards

IDG followed up its impressive collection of 25 editorial and design Azbee Awards at the regional competition in April with 14 of those awardees contending for national honors on May 18 at the ASBPE banquet in Florida. ASBPE is the professional association in the U.S. for full-time and freelance editors, writers, art directors and designers employed in the business, trade and specialty press.

"As someone who is new to the team and can take no credit for any of this great work, these awards make me very proud to be associated with the IDG Enterprise team," said **Matt Egan**, editorial director, U.S. and U.K. "It's also important to recognize the contribution to this success of extremely talented people who recently left the organization through no fault of their own. This extraordinary combination of accolades continues IDG's many years of being well-represented at these national awards and speaks to one of the things that makes IDG great: a true commitment to serving both audience and customer through quality, independent, in-depth enterprise content. Congratulations to all the winners, both current and former colleagues, and here's to many more awards in years to come!"

IDG received honors in the following categories:

COMPUTERWORLD

Gold Awards

Design, Front Cover Illustration (more than $3 million revenue)
CIO Gun for Hire
April Montgomery, art director; Red Nose Studio

COMPUTERWORLD
CIO
Gun
for HIRE

Online, Video/News
Singapore Smart City video
Matthew Hamblen, senior editor; Alayne Brady, video producer; Christopher Hebert, videographer/editor; Daniel Masaoka, video director/editor

Online, Web How-to Article
Free Data Visualization with Microsoft Power BI: Your Step-by-Step Guide
Sharon Machlis, executive editor, online and data analytics; Barbara Krasnoff, senior reviews editor

Silver Award

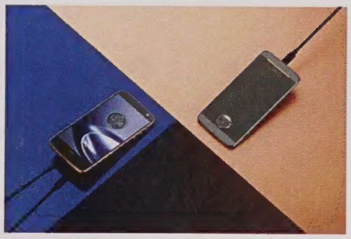
Online, E-Zine/Original Digital Content
Salary Survey 2016 and Bot Revolution
Ellen Fanning, Valerie Potter, Ken Mingis and Jamie Eckle, editors; April Montgomery, designer; Bob Rawson, production editor

COMPUTERWORLD
GET READY for the
BOT
REVOLUTION

Bronze Awards

Online, Enterprise News Story
Patrick Thibodeau, national correspondent; April Montgomery, art director; Johanna Ambrosio, senior news editor

Online, Online Product Review
Moto Z: Is this the Droid you've been looking for? (with video)
Dan Rosenbaum, contributing writer; Barbara Krasnoff, senior reviews editor; Alayne Brady, video producer; Doug DuVall, video editor; Jorge Arzac, camera



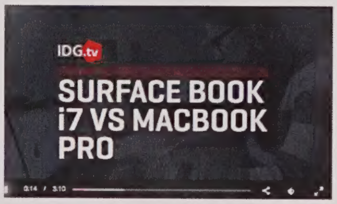
CIO

Gold Award

Online, Premium Content Section
CIO Insider
CIO.com staff

Silver Award

Online, Online Product Review
Surface Book i7 vs. Macbook Pro
Sarah White, senior writer



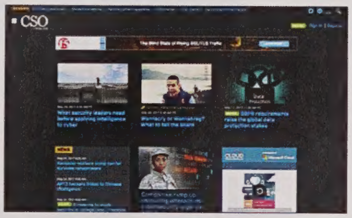
Bronze Award

Online, Data Journalism
State of the CIO
Dan Muse, editor-in-chief; Terri Haas, art director

CSO

Website of the Year Top 10 Award

Joan Goodchild, editor-in-chief; Steve Ragan, senior writer; Ryan Francis, managing editor; Amy Bennett, managing editor, Special Projects; Steve Traynor, designer



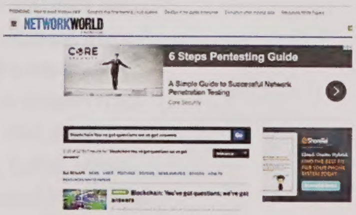
Gold Award

Online, Photo Gallery/Slide Show
Inside a Phishing Attack
Ryan Francis, managing editor

NETWORK WORLD

Gold Award

Online, Online Technical Article
Blockchain: You've Got Questions, We've Got Answers
Neal Weinberg, executive editor, Features


NETWORKWORLD
CSO
6 Steps Pentesting Guide
A Simple Guide to Successful Network Penetration Testing
Blockchain: You've got questions, we've got answers

Silver Award

Online, Photo Gallery/Slide Show
Fave Raves: 29 tech pros share their favorite IT products
Ann Bednarz, assistant managing editor, Features; Steve Sauer, art director

Online, Social Media Presence
Network World Social Media Presence
Bob Brown, news editor; Network World news team

Click here for the full list of Azbee winners. ■

Player for Publishers improves monetization of PC Welt's, Macwelt's YouTube channel, O&O sites

After adopting Google's new YouTube Player for Publishers, a video hosting, streaming and ad management platform released in September, IDG Germany's PC Welt and Macwelt B2C sites can now better monetize both their YouTube channel and owned and operated site-based videos and save time in posting videos.

IDG Germany recently finished the six-month task of migrating 1,300 PC Welt and 670 Macwelt videos to the new Google platform.

"For the last 18 months, our video strategy has been focused on growing our YouTube channel," said **Christian Löbering**, online editor-in-chief for PC Welt and Macwelt. IDG Germany has Germany's biggest tech channel on YouTube with more than 400,000 subscribers and more than 2.5 million views per month. However, "we could not directly or programmatically sell pre-, mid- or post-roll ads to our YouTube channel," Löbering said. "YouTube simply didn't offer any way for channel owners to do that, and our whole YouTube video reach was monetized only by Google Adsense," in which ads are usually not sold for a specific channel but targeted at keywords, topics and demographics.

"We also needed to use a different player from the one on our YouTube channel on our owned and operated video pages at pcwelt.tv and macwelt.tv," Löbering said. The amount of views on IDG Germany's owned B2C video pages was far lower, "due to the fact that people use YouTube when they want to watch a video," Löbering said. "And while the player we were using was worse compared to the previous YouTube player, our sales department could sell ads for it."

> A publisher can sell video ads directly on its YouTube channel and sell ads directly and programmatically on the same YouTube player embedded on their owned and operated websites.

Using the new YouTube Player for Publishers, which is currently only available to a limited number of publishers in Europe as part of Google's Digital News Initiative, a publisher can sell video ads directly, although still not programmatically, on its YouTube channel and sell ads both directly and programmatically on the same YouTube player embedded on their owned and operated websites. Adsense ads in both cases are still delivered by Google.

"This player solved all the problems we had before," Löbering said. "We now are able to use the same state-of-the-art YouTube player everywhere. We only need to upload each video once, not twice as before. We do not have to pay a content delivery network to deliver heavy video traffic since Google provides that for free. And our sales team can directly sell our entire video inventory both to our YouTube channel and our owned sites and programmatically sell the inventory on our owned websites."

(L-R): **Christian Löbering**, online editor-in-chief for PC Welt and Macwelt; **Edmund Heider**, VP, Data Strategy; and **Fabian Polkehn**, lead developer.

Migrating IDG Germany's video archive to the new platform, which was led by VP, Data Strategy **Edmund Heider**, Lead Developer **Fabian Polkehn** and Löbering, was "pretty complex," Löbering said, "but we are very excited about this change."

Löbering said it was too early to estimate how large a revenue increase the new player might provide. "However, the ad fill rate from programmatic and Adsense on our owned websites now is nearly 100% when it was about 20% to 50% before. So without having directly sold any video ads yet we assume that we'll see higher revenues from programmatic and Adsense alone."

He added that the new player appears exactly the same to channel and site users, "just with a custom color. The new player offers adaptive streaming that seamlessly matches users' available bandwidth, better video resolutions and support for live streaming and interactive elements such as polls and recommendations for other IDG Germany videos.

"Of course, everyone can have all of that by just embedding the regular YouTube player," he said. "But Player for Publishers recognizes that it is embedded on our websites or that a played video belongs to our YouTube channel. Given those two conditions, the player appears with our custom color and displays our directly and programmatically sold ads. This is a 100% win."

For more information contact Christian Löbering. ■

IDC Day Roadshow series focuses on digital transformation in Central Asia

IDC recently launched its first-ever event in Mongolia, as part of its IDC Day Roadshow series. IDC Days are designed to help IT executives in the region who are at the beginning of digital transformation understand it and the use of 3rd Platform technologies. With the help of IDC analysts, leading market players and IT professionals who have started the digital transformation process, the events focus on sharing new ideas and best practices.

According to IDC Russia/CIS Marketing Manager **Yana Frolova**, over the next five months there will be 10 IDC Day events in the region, including two in Russia and three in Ukraine and one each in Armenia, Azerbaijan, Belarus, Georgia and Uzbekistan. The agendas and speakers will be tailored to each local audience.

"The IDC Day brand has a common concept and branding, but we designed the event to give us some flexibility to choose event topics depending on partners' preferences in different cities," Frolova said. "IDC Day is a kind of hybrid of best practices from our IT Security Roadshow and CIO Summit in the region, which allowed us to extend the number of events, attract high-level audiences, increase the number of partners and make the events more visible for local IT communities and media."

The IDC team in front of a Genghis Khan portrait in Ulan Bator, Mongolia. L-R: ***Steven Frantzen****, SVP, EMEA;* ***Irina Bolotova****, office administration manager, Central Asia;* ***Andrew Beklemishev****, regional director, Central Asia;* ***Regina Sartbayeva****, conference specialist, Central Asia;* ***Elvira Khapsalis****, conference manager, Central Asia.*

The audience of IDC Days is CIOs, IT managers, CSOs, security managers from large and medium-scale organizations from a variety of sectors (industries in the region are highly dependent on local geography). There were 80 attendees at the Ulan Bator event, which was IDC's target number, said **Andrew Beklemishev**, IDC's regional director in Central Asia. The half-day event was free to attendees, who came largely from banking and finance, agriculture and government and public services sectors.

> "IDC Day is a kind of hybrid of best practices from our IT Security Roadshow and CIO Summit in the region."
>
> *Yana Frolova*

The event's keynote was given by IDC's **Steven Frantzen**, SVP, EMEA region and managing director, CEMA region, who provided an overview of the opportunities that digital transformation can bring to business. He also spoke about IDC predictions for 2017 and beyond that will have a profound impact on organizations worldwide, including those in Mongolia.

The IDC sales team pitched the Ulan Bator event to potential sponsors in Central and Eastern Europe, Moscow and Central Asia with statistics for the Mongolian IT market, noting that it is a country with more than three million active mobile phone subscribers, more than one million Internet users and a government committed to IT investment.

"Some companies are looking to extend into new markets," Beklemishev said, "so our value proposition to potential partners is, 'Come together with the IDC brand, rely on our 20-plus years of regional expertise in conducting events and get access to premium audiences.'" IDC offered a flexible system of sponsorship packages, depending on sponsors' goals (from awareness to lead generation) and available budget for speaking slots, branding opportunities, one-on-one meetings and product demonstrations. Sponsors of the Mongolian event included Samsung, Qualys, Montsame, Veeam.

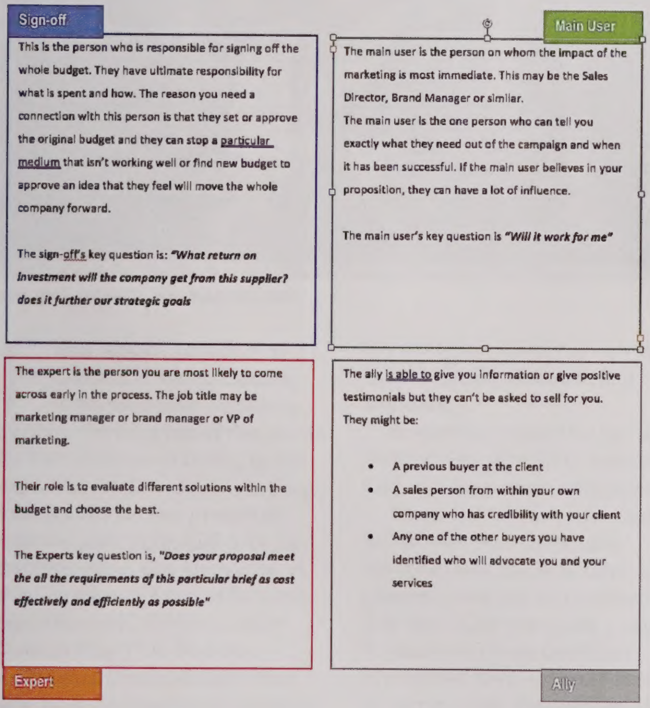
Attendee marketing was done largely through email and direct calls, according to **Elvira Khapsalis**, IDC conference manager for Central Asia. "We ran Mongolian-language announcements in local media and had a small campaign on Facebook," noting that more than 80% of participants came from the email and phone campaign.

For more information contact Andrew Beklemishev. ■

IDG Sales University: Extend your network to include all buying roles

Melanie Roberts is the owner of Behind the Lines Consulting, a training and business consultancy focused on all areas of management, sales and marketing. Based in Reigate, Surrey, U.K., Roberts has a long history with IDG, having worked frequently with IDG Global Solutions, IDG Connect (both U.S. and international), and, most recently, IDG Training and Development, for which she led sessions on Consultative Selling and Pitch/Presentation Training at the two most recent Sales Excellence Programs in the U.S. and Barcelona, Spain. In this contributed piece, Roberts shares some thoughts about the importance of including all purchasing roles in your networks. Roberts is happy to collaborate with IDG and IDC business units interested in bringing sales and marketing training to their employees. Reach her at melanie@behindthelines.co.uk.

I don't know any salesperson who isn't using LinkedIn or a similar online professional network. It has become an essential business tool over the last few years. So rather than telling you that you need to network, I'd like to get into the detail of who you need to reach and how you should tailor your message.



Sign-off

This is the person who is responsible for signing off the whole budget. They have ultimate responsibility for what is spent and how. The reason you need a connection with this person is that they set or approve the original budget and they can stop a particular medium that isn't working well or find new budget to approve an idea that they feel will move the whole company forward.

The sign-off's key question is: ***"What return on Investment will the company get from this supplier? does it further our strategic goals***

Main User

The main user is the person on whom the impact of the marketing is most immediate. This may be the Sales Director, Brand Manager or similar.
The main user is the one person who can tell you exactly what they need out of the campaign and when it has been successful. If the main user believes in your proposition, they can have a lot of influence.

The main user's key question is ***"Will it work for me"***

The expert is the person you are most likely to come across early in the process. The job title may be marketing manager or brand manager or VP of marketing.

Their role is to evaluate different solutions within the budget and choose the best.

The Experts key question is, ***"Does your proposal meet the all the requirements of this particular brief as cost effectively and efficiently as possible"***

Expert

The ally is able to give you information or give positive testimonials but they can't be asked to sell for you. They might be:

- A previous buyer at the client
- A sales person from within your own company who has credibility with your client
- Any one of the other buyers you have identified who will advocate you and your services

Ally

The following is adapted from Miller Heinman's original Strategic Selling model. In any buying decision a number of roles are being played: There are those who sign off the budgets, the marketing and brand teams and salespeople who are waiting for the sales-ready leads as well as a number of other stakeholders who are all involved to a greater or lesser extent in the buying decision. If your relationship is only with the person who signs your order confirmation you are missing the chance to influence the decision making at a more strategic level.

While only one person might be responsible for saying "yes" to a campaign, there are several in the background who can say "no." If you only have one or two contacts in a company you are not influencing all the relevant stakeholders. This is why accounts stagnate, suddenly disappear to a competitor or adopt a different marketing strategy that might not include you.

> If your relationship is only with the person who signs your order confirmation you are missing the chance to influence the decision making at a more strategic level.

As illustrated in the graphic to the left, people in each buying role have a different consideration or question that is uppermost in their mind. These are the questions that you will need to answer to keep your place on the schedule and make sure that you are not dropped by someone you are completely unaware of in the decision making chain.

You will notice straight away that some buyers fit into more than one category. The brand manager may sign off on the budget and be the main user. In this case make sure that you are addressing both concerns here: that the proposal has the best chance of creating leads and that overall it is right for the whole company.

Look at your accounts and see if you can recognize who is playing these roles within your client's establishment. You can use the quadrant to build a map of your current network and see where there are gaps that require your attention. You may not have a reason to speak to the sign–off person(s) right now, but find out who they are and be prepared. Think of useful information that is relevant to them. Link in with them and post relevant information. Make sure that they are seeing the IDG brand and your name regularly.

By extending your network to include all the buying roles and answering their specific concerns you will start to create a communication strategy that includes all the key players. ■

noteworthy people

New employees

Jurman

Previously country manager for Sweden with Strategy Insights, **Drazen Jurman** joins **IDG Sweden** as business development manager. He holds a masters in law from Croatia's University of Zagreb and enjoys travel, movies and reading. drazen.jurman@idg.se

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Ann Andrisani *IT World Canada*

27
Mandy Wong *IDG Corporate Services Group*

22
Caryn Bousquet *IDC*

21
Kit Gould *IDG U.K. and Sweden*

20
Wafa Moussavi-Amin *IDC Germany*

19
Gideon Lopez *IDC Israel*

18
Karen Funk *IDG Germany*
Shunsuke Murahashi *IDC Japan*

17
Panagiotis Kolokythas *IDG Germany*
Maurizio Vaglietti *IDC Italy*
Chris Barnard *IDC Benelux*

16
Terese Patterson *IDG Corporate Services Group*
Mel Manasan *IT World Canada*

15
Jan Larsen *IDC Denmark*

14
Ruthbea Clarke *IDC*
Satoshi Matsumoto *IDC Japan*

13
Suzanne Denton *IDC*
Margaret Margossian *IDC*
Alexander Alexandrov *IDC Russia*

12
Elzbieta Kurtyka *IDG Poland*
Cristina Pasla *IDC Romania*

11
Abigail Swabey *IDG Australia*
Maureen Fleming *IDC*
Victor Chong *IDG U.K.*

10
Rene Schmöl *IDG Germany*
Philip Carter *IDC Germany*
Eliza Chue *IDG Strategic Marketing Services*
Desere Cowin *IT World Canada*

9
Francisco Jeronimo *IDC U.K.*
Rogier Warnink *IDG Netherlands*
Brian Cheon *IDG Korea*
Hyuna Kim *IDG Korea*
Mohamed Hefny *IDC CEMA*

7
Kat Neal *IDG U.K.*

6
Burhan Dzeladini *IDG Germany*
Lissa Piscopo *U.S. Media*
Paul Black *IDC Middle East, Africa & Turkey*
Almotaz Salameh *IDC Middle East, Africa & Turkey*

4
Delphine Carnet *IDC U.K.*
Yesim Arac Ozturk *IDC Turkey*

3
Emily Taylor *IDC Canada*
Christopher Niven *IDC*
James Kocik *U.S. Media*
Katarzyna Zmijewska *IDG Poland*
Kacper Derewonko *IDC Poland*

2
René Krießan *IDG Germany*
Osamu Ano *IDC Japan*
Samar Kidwar *IDG Connect*
Ota Svimbersky *IDC CEMA*

1
Juan Garcia Morgado *IDC Spain*
Ryan Fernandez *IDG Strategic Marketing Services*
James Henderson *IDG Australia*
Fernandai Dias *IDC Brazil*
Alfredo Magan *IDC Peru*
Russell Burman *IDC*
Kyle Lagunas *IDC*
Chun Wei Lin *IDC*
George Bouras *IDG U.K.*
Claudie Krizova *IDC CEMA*
Ondrej Mosna *IDC CEMA*

IT World Canada's Fawn Annan wins Sara Kirke Award for Entrepreneurship and Innovation

*Mike Taylor, VP, End User Services, Royal Bank of Canada (l) presented the award to **Fawn Annan**. Also pictured is John Reid, CEO, CATA.*

Fawn Annan, president and CMO of IT World Canada, IDG's long-time publishing partner, was recognized this month for her role in contributing to the expansion of Canada's technology industry. Annan was presented with the Sara Kirke Award for Entrepreneurship and Innovation at the Canadian Advanced Technology Alliance (CATA) Innovation Gala on May 17 in Toronto.

The award recognizes women who have demonstrated outstanding entrepreneurship as well as technological innovation and leadership.

Annan was praised for her relentless commitment to improving Canada's innovation environment.

"Fawn is a positive role model for women, who continually demonstrates that with drive and passion, there are no problems that cannot be overcome — even in situations where traditionally women have not been able to demonstrate strength," said CATA CEO John Reid.

"As a woman entrepreneur in the communications industry, specializing in technology, I am thrilled to be a recipient of the Sara Kirke Award," Annan said. "I will take advantage of the honor by further advocating executive parity at all levels of the Canadian business landscape."

> "I will take advantage of the honor by further advocating executive parity at all levels of the Canadian business landscape."
> *Fawn Annan*

Although there are an increasing number of role models for women in business, she said shattering the glass ceiling in the boardroom ceilings of FP1000 companies is critical.

Write to Fawn Annan. ■

IDC Nordic/Denmark employees and event attendees network on the run

A runner for the past 15 years, IDC Nordic Conference Manager **Jakob Jantzen** founded an IDC Running Club at the business unit's Copenhagen, Denmark, office in 2014. Since then he has run with the idea, organizing workouts and runs at IDC Nordic events as a way for attendees to network. More than 30 attendees of the recent Pan-European Utilities Executive Summit joined him for a 7:00 a.m. workout complete with conference-branded t-shirts.

The Utility Executive Summit was a two-day formal meeting in Lisbon, Portugal, but the workout gave attendees "a really good way to interact and talk about something other than just IT and utilities and was a good ice breaker for networking," Jantzen said.

Jantzen said IDC Nordic plans to organize similar workouts. "We definitely plan to repeat the workout at next year's Utility Summit and also at other events," he said.

Jantzen said the IDC Running Club, which has about 40 workouts per year, is "a great social activity. It has really boosted our internal relationships, both workwise and socially. It's an informal way to discuss cross-divisional projects and get immediate feedback and new ideas. We know each other better, we can laugh and sweat and run out our frustrations and joy."

IDC RUNNING CLUB
EST. 2014

The club was co-created with Senior Program Director **Carla Arend** "partly as a New Year's resolution," Jantzen said, "but some colleagues were training for the Copenhagen Half Marathon, and many of them had not run for several years." Three years later, many members have run half marathons as well as short triathlons.

The IDC Nordic office has just over 20 employees, and Jantzen said that while all have at some point joined the workout sessions, participants usually number around eight. IDC colleagues visiting Copenhagen are also invited to join in. Jantzen said that IDC SVP/Chief Analyst **Frank Gens**, IDC Central Europe VP **Phil Carter** and other analysts have run with the group while in Denmark for events.

*Front row (l-r): IDC Nordic Conference Manager **Jakob Jantzen**, Account Manager **Janine Olsson**, Senior Program Director **Carla Arend** and Project Manager **Trine Børve**. Back row: IDC SVP and Chief Analyst **Frank Gens**, IDC Nordic VP **Charlotte Poulsen**, former employee Haider Anjum, Sales Director **Jacob Schmidt** and former employee Jason Andersson.*

The workouts, which last an hour in order to fit people's busy schedules, are designed to be fun, easy to start and suitable for anyone, no matter their level of running ability or stamina. Thanks to IDC Nordic's location in central Copenhagen, the running club has four nearby parks to use for its workouts.

Jantzen said some running club members are planning to join a mini-triathlon (swimming 400m, cycling 18km and running 4km) this summer. Members are also preparing for the DHL Relay later this year, a race with 125,000 runners.

For more information contact Jakob Jantzen. ■

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Andrew Beklemishev *IDC Central Asia*
Ellen Fanning *IDG U.S. Media*
Yana Frolova *IDC Russia/CIS*
Jakob Jantzen *IDC Nordic/Denmark*
Christian Löbering *IDG Germany*
Steve Proctor *IT World Canada*
Mel Roberts *Behind the Lines Consulting*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 781-766-5346
penny_winn@idg.com

Patricia Smith 781-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01701
U.S.A.
world_update@idg.com

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

22 MAY 2017 | VOLUME 47, NUMBER 22 | WWW.IDGCENTRAL.COM

NEWS - *page 3-5* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*

Computer Sweden launches Data & Analytics Summit

DATA+ANALYTICS
SUMMIT
IDG

Computer Sweden organized a new conferernce last month to help business intelligence managers, business developers, data managers and IT managers learn how to develop a strategy to use big data effectively.

SEE MORE ON PAGE 5

Also inside

IDG CEO Michael Friedenberg discusses new structure, strategy for U.S. operations

Christian Drake, Justin Ellis share thoughts on need to innovate to attract, retain customers

PC-Welt creates WannaCry patch-checker

IDG Australia staff participates in annual countrywide fundraiser to support cancer research.

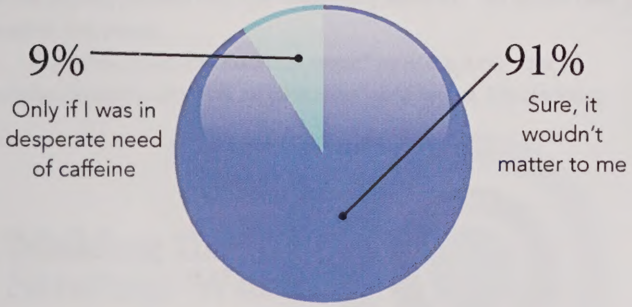
SEE MORE ON PAGE 6

Unsung Hero: CSO Australia Events and Marketing Manager Chanelle Tan is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

Would you patronize a coffeeshop that did not offer free Wi-Fi?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you took photos with a digital camera?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. Interested? Sign up here. Recent selections include:

It's Time to Take the Brand Out of Branded Content (Adweek)

Communicating Change, Engagement and Relationships, B2B Style (The Drum)

What Are We Doing Wrong In The Fight Against Phishing? (MediaPost)

IAB To Shift Discussions About 'Programmatic' To 'Automation' (MediaPost)

1 in 3 Internet Users Has Made a Purchase Based on Sponsored Content (Adweek)

IDG CEO Michael Friedenberg discusses new U.S. strategy at town hall

Noting that IDG operates at the crossroads of huge changes in both the technology and media industries, CEO **Michael Friedenberg** hosted a town hall meeting last week to outline the new structure and strategy being implemented by the company's U.S. operations that will position it to respond quickly to customer needs and jumpstart revenue growth. Approximately 170 employees attended the meeting with colleagues calling in from offices in San Francisco, New York and various remote locations.

Likening traditional media to "a one-legged stool resting on advertising," Friedenberg said that on a worldwide basis, advertising accounts for just 50% of IDG's total revenue with diversified operations including media, data, events, demand gen, e-commerce, marketing services and leadership development offerings allowing the company to provide end-to-end solutions and multiple revenue streams. And while that diversity differentiates IDG from competitors nonetheless, "we need to be even less reliant on advertising going forward," he said. And while IDG has been providing end-to-end solutions for many years, sometimes there would be duplication, and a more centralized structure will result in product development that won't confuse clients, he added.

> "Making this strategy work is all up to us — we need to collectively own this. We have a clear mission, great capabilities and the most talented people in the industry. Today we are jump-starting IDG U.S."
>
> *Michael Friedenberg*

Friedenberg also pointed to what he called IDG's "virtuous circle" of capabilities that make the company uniquely suited to achieving our mission of serving customers' purchasing needs. "We provide insight into the evolving technology landscape with our media; we identify the purchase intent of buyers with our media; and we allow marketers to engage with prospects at every stage of the buying journey with our marketing services," he noted (see graphic this page).

Acknowledging the "difficult week" in which a number of colleagues across the U.S. organization were let go, Friedenberg reiterated the necessity of centralizing and streamlining operations to simplify interactions with customers and better serve readers. "Going forward, I intend for us to be laser-focused on our mission of helping global audiences make the smartest tech purchasing decisions," he said, adding that internally, "this new strategy and structure — and in many ways, this new way of doing business — is being referred to as OneIDG."

The restructuring affects virtually all of IDG Communications' U.S. business groups including editorial, sales, events, marketing, data, research and operations and was outlined in a memo sent to all U.S. employees and IDG's international business unit managers last week.

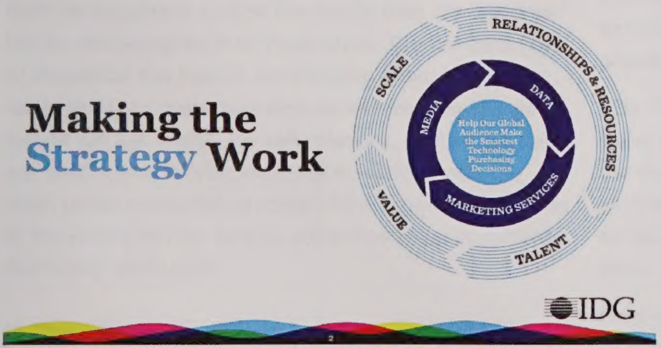
During the meeting, Friedenberg laid out the expectations he has for how IDG will operate going forward. Those expectations include:

- Playing to win
- Maintaining a customer focus
- Working collaboratively
- Operating with speed
- Consistency of capability and messaging
- Accountability
- Working entrepreneurially

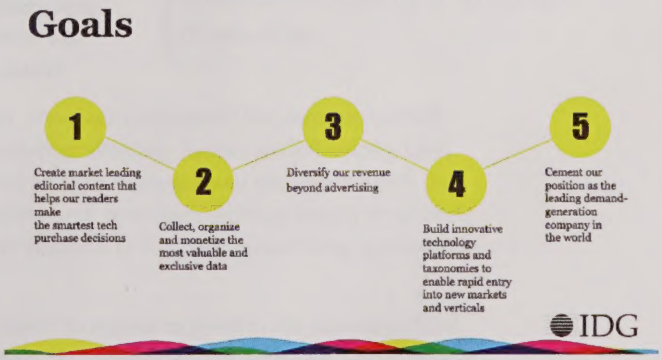
"I'm trying to clear the playing field for all of you, and take away obstacles so that we can do our jobs," Friedenberg said. "There may be some speed bumps along the way, but we'll rip them down so we can operate in a quicker, more fluid way to keep up with how fast our customers move."

At the end of the day, Friedenberg said, "making this strategy work is all up to us — we need to collectively own this. We have a clear mission, great capabilities and the most talented people in the industry. Today we are jump-starting IDG U.S."

Write to Michael Friedenberg. ■


Making the Strategy Work
RELATIONSHIPS & RESOURCES
SCALE
DATA
MEDIA
Help Our Global Audience Make the Smartest Technology Purchasing Decisions
MARKETING SERVICES
VALUE
TALENT
IDG

IDG CEO **Michael Friedenberg** calls IDG's "virtuous circle" of capabilities a strong differentiator in the marketplace.


Goals
1
Create market leading editorial content that helps our readers make the smartest tech purchase decisions
2
Collect, organize and monetize the most valuable and exclusive data
3
Diversify our revenue beyond advertising
4
Build innovative technology platforms and taxonomies to enable rapid entry into new markets and verticals
5
Cement our position as the leading demand-generation company in the world
IDG

Friedenberg identified five goals that underpin the strategy IDG will pursue in the coming weeks and months.

Drake and Ellis: Media sales teams must innovate to attract, retain customers

The digital evolution has changed the global media and publishing landscape, with the availability of services and content variety significantly altering the way information is consumed. To survive in such an environment media companies and media sales teams need to innovate to attract and retain customers. IDG World Update recently spoke to ***Christian Drake****, vice president, Agency Sales & New Business Development, IDG Global Solutions, and* ***Justin Ellis****, head of creative strategy, IDG Strategic Marketing Services (SMS), to see how this is impacting our business.*

Q The changing face of media has caused significant disruption within our market over recent years. How has this affected our clients and how we interact with them?

Christian Drake The impact of digital marketing and how it has transformed both publishing and media continues to be a very common industry discussion. However, the endless possibilities of digital have also changed the way we must think as salespeople, too. The move to selling marketing services and integrated programs, as our customers have shifted from just talking to us about leaderboards and MPUs, requires a more solutions-led approach. The need to continually challenge ourselves, to step out of our comfort zones and to embrace the continual flow of new solutions is an essential element to us continuing to lead the market, engaging and exciting our customers along the way.

Ellis The way IDG is interacting with its customers today is dramatically different than the way it was as little as five years ago. We work in the world's fastest-moving sector, and this places a significant weight of pressure both on our clients and on the results they are responsible for delivering for their businesses. The constant flow of disruption has been a contributing factor in the new set of skills our customers now expect from us. We no longer just sell media, we sell solutions, and we advise our clients (and let's be clear, we're working with the most senior marketers at some of the biggest companies in the world) on how best to solve their most important marketing challenges.

Q You talk about selling solutions, can you explain exactly what you mean?

Drake With regards to integrated programs, we've often found these opportunities aren't initially generated via a brief. Marketers will often try and drive the conversation down a path towards their most immediate marketing objective, for example, "I need to deliver an event in Paris within the next three months." As salespeople we need to raise the conversation up a level, without risking the initial opportunity, so the real business issue in this example might be: "CIOs in France don't believe our solutions are cost effective compared to our competitors."

At the heart of every program will be an overarching business problem — and it's our job as salespeople to try and identify what that problem is. If your program idea can focus on resolving that business problem you have a great chance of selling it through.

"At the heart of every program will be an overarching business problem — and it's our job as salespeople to try and identify what that problem is. If your program idea can focus on resolving that business problem you have a great chance of selling it through."
Christian Drake

Q So what does this solutions-led, consultative approach entail?

Ellis First, one must understand the context in which we're operating: what key factors are influencing both the market and the audience and the way in which they are behaving and, consequently, how they're most likely to react or respond to the client's marketing communications.

Next we need to restate or confirm the campaign brief — in writing. So many times, we are given a brief from a

continued on page 4

continued from page 4

Sales teams

client directly or from a media agency, and there are several key pieces of information missing such as business objectives or KPIs. As strategic marketers, we are never going to successfully sell, design or deliver a program if we don't have the answers to these questions. At some point in the sales process your proposal is going to be walked down the corridor to be signed off by someone in a senior position, and if your solution is directly connected to their business strategy and objectives it is 10 times more likely to be signed off on.

I use a briefing template and often take a customer's brief and populate the template with the information I'm given to expose the holes in what's been supplied, and then send the populated template back to the client/agency to complete/approve.

Drake We need to understand the value proposition of the client's product or service — what is the value exchange between the client and their potential customer? Without communication of a value proposition the program may feel meaningless to the audience. In order to put together a program that fully meets the needs of the client we need to work with them to shape the brief, identifying the overall business need and how this is driving their business and marketing objectives.

We must also work closely with the SMS program strategists ensuring that they have a full understanding of what the overall aim of the program is — what does success look like for the customer?

Q What's the key to success when selling an integrated program?

Drake The first time the customer and/or agency sees the proposal should be when it's presented to them, so do not send in advance. In our experience there is no way that the customer will understand every element of a program without talking it through. It's also crucial that they are given an opportunity to ask questions.

Ellis The brief is the single most important thing in our business to ensure we create the best experience(s) for our customers. The brief tells us, "What is the problem we are trying to solve?" The programs we create are all about being results-driven; they need to happen for a reason. A program is not designed properly if it's not solving a problem; it's about design with a purpose, about communicating with excellence — simple, clean, beautiful, compelling and exciting.

Q. How can we influence the experience our client's audience has of our work?

Ellis There are four ways we think about people experiencing a brand story when we talk to our clients about what IDG can offer:

1. Research (insights to validate the experience)
2. Content (narratives that make a connection)
3. Visual (the user's experience of the narrative)
4. Social (the human acceptance of the narrative)

We need to widen our view of user-centeredness. When businesses are trying to see journeys as their customers see them, it can be hard to shake off an internal frame of mind. Delivering a great audience experience calls for routinely thinking about designing from the end user's perspective. And from a content marketing perspective, each element of the campaign should have a purpose: to entertain, inspire, educate or convince.

"The brief is the single most important thing in our business to ensure we create the best experience(s) for our customers. The brief tells us, 'What is the problem we are trying to solve?' A program is not designed properly if it's not solving a problem."

Justin Ellis

This is how we see the world we work in. I suppose you could say from pre-sales to sales and strategy to delivery, we have a 360-degree customer experience focus, the experience our customers have of working with us and the experience we create for their audience. It should always be in beta and, in the disruptive technology landscape, the more we iterate and refine that focus, the more successful we will be. ■

Computer Sweden launches Data & Analytics Summit

DATA+ANALYTICS
SUMMIT
IDG
Microsoft

*Among the IDG Sweden employees involved in the new event were COO **Per Danielsson**, Project Manager **Rebecca Klüger**, Project Manager **Angelica Lundin** Vahdani, Program Manager **Emmy Jonnson**, Event Director **Anna Nilsson** and Marketing Manager **Viktor Sandberg**.*

Computer Sweden organized a new conference last month for business intelligence managers, business developers, data analysts and IT managers to learn how to develop a clear strategy to use big data effectively and how to take advantage of the latest trends in the field.

The paid-admission Data & Analytics Summit in Stockholm attracted 150 attendees as well as four sponsors that each provided a representative for a 20-minute speaking role.

"Analytics is an important component for efficiently optimizing and developing new services and solutions," said IDG Sweden Marketing Manager **Viktor Sandberg**. "We have seen increased interest in the area among our readers, as more and more companies want to recruit data scientists. Learning from speakers — whether they represent companies at the forefront of the issue, or other experts in the field — is the key to our events."

Other than IDG Sweden COO **Per Danielson**, who emceed the event, and Internetworld Editor-in-chief and Moderator of Webbdagarna **Katarina Strömberg**, who moderated a breakout track, all the presenters were external speakers. These included a VP at Scandinavian Airlines, who explained how the company emerged from the brink of bankruptcy by using effective data analysis and focused and personalized offers to rebrand itself as a lifestyle company, and a pair of speakers involved in sports analytics who showed that just as sports analytics can be used to not only assess end results but also to understand a player's underlying performance, business analytics can be applied in all companies to predict and foresee business opportunities and challenges.

All the presentations dovetailed during a session on the EU's General Data Protection Regulation, the culmination of four years of work by the EU to bring data protection legislation in line with new, previously unforeseen ways that data is now used. "This was an eye-opener to many attendees," Sandberg said. "It doesn't matter how well you predict, or how good the tools and services are to help you with analytics. If your efforts are not anchored in what's legally permitted, your company can easily be in trouble."

Sandberg said Computer Sweden received good feedback from satisfied speakers, sponsors and attendees — the latter gave it a 4.2 rating on a scale of one to five — and the event brought in SEK 605,000 (US$67,850) in total revenue. If plans develop for a second conference, Sandberg said the team would like to include more in-depth presentations and dig deeper into predictive analytics and the tools and services that support it.

For more details write to Viktor Sandberg. ■

PC-Welt creates patch-checker to help users combat WannaCry

When thousands of computers around the world were infected by the malware WannaCry beginning on Friday, May 12, the staff at PC-Welt saw it as a call to action.

Wanna Crypt0r 2.0 is a ransomware that targets computers running older versions of Windows and prevents users from accessing files unless they pay a fee, though release of the files is not guaranteed. Owners of those computers were protected if they had installed the patch Microsoft provided with a security update in March 2017.

"We thought about how to deal with this topic in a different way than everyone else," said IDG Germany Online Editor-in-chief **Christian Löbering**. By Monday, May 15, Löbering had created a tool that readers could use to see if their computer had the proper security patch.

> "We thought about how to deal with this topic in a different way than everyone else."
>
> *Christian Löbering*

A link to download the PC-Welt WannaCry Patch Checker was included on all PC-Welt articles on the topic. The patch included a link to the download page for users to get the patch from Microsoft. Löbering released one or two updates of the patch each day early last week to improve it. More than 36,000 people had downloaded the Patch Checker in the first three days it was available.

The team also sent the Patch Checker to IDG U.K., where TechAdvisor included the link in its coverage of the WannaCry story. Several German newspapers such as Berliner Zeitung and the press agency DPA also picked it up.

While this was the first patch-checker that PC-Welt had created, it's the newest addition to a wide range of in-house developed "one-trick tools" that are available to users under the name "PC-Welt Fix-It." These include Windows Update Repair, Windows Serial-Number Recovery, Fix Windows Services, Fix USB-Connection and almost 30 others.

All of the custom tools are free for PC-Welt users. "We chose to do it this way for two reasons: One, because our business model mainly relies on performance-related revenue models — and therefore article reach is a core value to us — and the reach of a free tool is much higher than for paid software. Second, we do not want to nickel and dime our users, and take advantage of their fears. We believe the revenues we would earn with that would be much smaller than the negative impact in terms of user loyalty," Löbering said.

For more information contact Christian Löbering. ■

noteworthypeople

New employees

Parkin-White

Andrew Parkin-White joins **IDC Europe** as a senior consulting manager. Previously a managing director, Research with Analysys Mason, he holds a B.A. in modern languages and economics from the U.K.'s University of Bradford. Away from the office he enjoys film and volunteers with a guide dog association. aparkinwhite@idc.com

Shegewi

New at **IDC Framingham**'s Health Insights Group is Research Director **Mutaz Shegewi**. Previously a business development manager and enterprise strategist with eClinicalWorks, he holds a B.S. in medicine and surgery from Libya's University of Tripoli, an M.S. in healthcare policy and management from the U.K.'s University of Birmingham and an MBA from the University of Southampton. In his free time he enjoys reading, spending time with his young daughter and traveling – he recently set a new personal travel record, flying more than 200,000 in one year demonstrating a new electronic medical record solution. mshegewi@idc.com

Schmidmeier

IDG Germany has hired **Bernadette Schmidmeier** as a quality assurance engineer. She comes from AfB Application Services where she worked in professional quality assurance. She holds a degree in landscape planning from the Technical University of Berlin and enjoys jogging. bschmidmeier@idg.de

Please send information for the Noteworthy column to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Michael Deutsch *IDC*

23
Jim Sullivan *IDG International Publishing Services*

21
Julie Ross *IDC Canada*
Jim Westcott *IDC Canada*
Ann Hall *IDG Australia*

20
Toby Hurlstone *IDG U.K.*
Avneesh Saxena *IDC Hong Kong*

17
Thomas Heim *IDC*
Carla Arend *IDC Nordic/Denmark*

14
Maureen Magee *IDC*

13
Xiao-Fei Zhang *IDC*

12
Joyes Lim *IDC Singapore*

9
Marc DeCastro *IDC*

7
Jenn Dionne *IDG Strategic Marketing Services*
Ales Langer *IDG Czech Republic*
Anupa Shetty *IDC CCR*

6
Chris Pinczel *IDC Canada*
Balesh Rudragol *IDC India*

4
Mollie Moran *U.S. Media*
Jason Allard *IDC*
Donnie Krassiyenko *IDC New Zealand*

3
Sheryl Sholock *U.S. Media*
Reinaldo Sakis *IDC Brazil*
Karan Dixit *IDC Middle East, Africa & Turkey*
Mohamad Sami Shaikh *IDC Middle East, Africa & Turkey*
Jinju Lee *IDC Korea*

2
Mike DeAgonia *IDG Technical Services Group*
Ed Murray *U.S. Media*
Allison Sapak *U.S. Media*
Jason John *IT World Canada*
Reza Haryo *IDC Indonesia*

1
Rachel Renzello *IDG Connect*
Hector Aguirre *IDC Mexico*
Donna Berkman *IDC*
Christine Early *IDC*
Chloe Dobinson *IDG U.K.*
Dayoung Jang *IDG Global Solutions*
Michael Hanna *IDC Egypt*
Poulomi Bhattacharya *IDC Singapore*

IDG Australia staff participates in cancer fund raiser

__Kierra DiFloriano__, relationship manager, CIO Exec Council (left) and __Rebecca Hahn__, events and sales assistant, Australian Reseller News, look over the breakfast possibilities.

__Ann Hall__ (back to camera in yellow) and clockwise __Russell Stanton__, AR/credit controller; __Jawad Bajwa__, CFO; __Pinkal Patel__, assistant accountant; __Nancy Le__, accountant; __Andrew Glassock__, manager, information systems; __Cate Bacon__, network and desktop support; __Gabby Doherty__, program manager, CIO Executive Council; and __Jane Doherty__, content & project manager, CSO.

As it has for the past 15 years, IDG Australia participated in Cancer Council Australia's "Biggest Morning Tea" fundraising event to raise funds for cancer research, prevention programs and support services. Participating companies and groups organize morning teas throughout the months of May and June and collect donations. IDG Australia bakers provided an impressive spread, and the company made a donation of AU$500 (US$370).

unsunghero

Chanelle Tan

Events and Marketing Manager, CSO

IDG Australia

*IDG Australia CSO Publisher **Abigail Swabey** named Event Manager **Chanelle Tan** her team's Unsung Hero. "Chanelle manages all the CSO events with no extra help or an event team — she is a one-man team. Chanelle has managed to excel in building her reputation in the market as well as learning new skills such as speaker acquisition. I used to have to get all the speakers for our CSO events, but now Chanelle has built a such a reputation in the market that she can generate them herself now. Chanelle has worked for IDG for five years, the last three for CSO. She never complains, always gives 110% and is the perfect employee in my book."*

Home
Sydney, Australia

Title
Events and Marketing Manager, CSO

Primary job responsibilities
I plan, manage and execute all CSO events from end to end including conferences, webinars, roundtables, breakfasts, workshops and more.

Three things I do in a day's work

- Manage key stakeholders including sponsors, speakers, venues, and vendors
- Source high-level local and international speakers and industry experts
- Develop and design and all marketing including EDMs, online advertising, event websites and other event collateral

What I love most about my job
The variety that each day brings, the challenges that arise naturally with events and all the great people I meet who are professionals in their field.

Latest accomplishment
I recently managed our annual CSO Perspectives Roadshow, which had grown from two cities last year to six cities this year — Adelaide, Perth, Melbourne, Brisbane, Sydney and Wellington, New Zealand, all within three weeks. This event involved 43 local and international keynote speakers and 18 sponsors. I successfully improved and optimized the event process for our sponsors, making it easy for them to organize their booth, staff, deliveries and other event logistics. The challenge was that with a team of two, including CSO Publisher Abigail Swabey, planning and executing this event wasn't an easy task, however is event was executed successfully with passion, determination and flair.

*Events and Marketing Manager **Chanelle Tan** joined IDG Australia in 2011.*

What I'm doing to be a better employee
Constantly looking to improve myself and the business processes I use in order to be more efficient.

Interests outside the office
I'm a foodie! I have an active vlog Instagram account @eatdrinksleepau.

What others can't tell just by looking at me
I'm a hip-hop dancer.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Christian Drake *IDG Global Solutions*
Justin Ellis *IDG Global Solutions*
Ann Hall *IDG Australia*
Christian Löbering *IDG Germany*
Viktor Sandberg *IDG Sweden*
Abigail Swabey *IDG Australia*
Chanelle Tan *IDG Australia*
Jo Tilson *IDG Global Solutions*

IDG World Update
EMPLOYEE NEWS AND INFORMATION
15 MAY 2017 | VOLUME 47, NUMBER 21 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDGE's Customer Engagement Study helps sales team open doors

IDG Enterprise's pair of annual research studies create an understanding of who is involved in the technology purchase process and how to most effectively engage them during the customer journey.

SEE MORE ON PAGE 4

Also inside

Webbdagarna wins Best B2B Event Award

IDG Germany users IDGNS stories in many forms

One on One: IDG Sweden's Katarina Strömberg talks about Webbdagarna's success

Tips to manage a healthy sales pipeline, and more

CSO 50 AWARDS
Dinner & Ceremony

Proven content formula drives IDG Enterprise's CSO50 Conference + Awards.

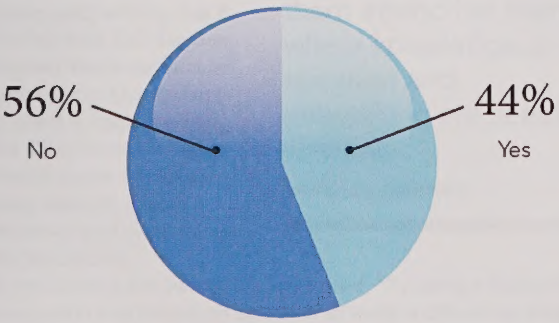
SEE MORE ON PAGE 5

Unsung hero: IDG Sweden Sales Support Administrator Maria Klang is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Did you get Google Docs' phishing email recently?



Log on to www.idgcentral.com to vote on this week's question:

Would you patronize a coffeeshop that did not offer free Wi-Fi?

CLICK HERE

An award-winning event

Katarina Strömberg
Chefredaktör och moderator
@Katcob
WEBBDAGARNA
FROM IDG

IDG Sweden's Webbdagarna Stockholm took home Best B2B honors from Sponsrings & Eventforeningen, a leading trade organization in the local market. See story on page 2 and read an interview with Internetworld Editor-in-Chief and Webbdagarna moderator Katarina Strömberg on page 3.

IDG Sweden's market-leading web conference wins Best B2B Event Award

GYLLENE HJULET
VINNARE 2017
WEBBDAGARNA
FROM IDG

Celebrating their award were members of the hard-working Webbdagarna team including (front, l-r): Project Managers ***Sidona Tesfai*** *and* ***Angelica Lundin.*** *Back row, l-r: Henrik Liedbergius from event partner Springconf;* ***Katarina Strömberg****, editor-in-chief and moderator at Webbdagarna;* ***Anna Nilsson****, event manager at IDG;* ***John Sundström****, marketing manager at Webbdagarna;* ***Emmy Jonsson****, project manager at IDG;* ***Rebecca Klüger****, project manager, IDG;* ***Caroline Askheim****, project manager, IDG; Robin Skarp, Springconf; and* ***Viktor Sandberg****, marketing manager, IDG.*

IDG Sweden's industry-leading Webbdagarna Stockholm — a two-day-long digital and business-focused event, which took place for the 12th time in March, recently took home the Best B2B Event award from Sponsrings & Eventforeningen, a trade organization that has organized the well-regarded Golden Wheel awards for the past 20 years.

"When I heard our name called, I jumped up from my chair and yelled out with joy. It was a huge adrenaline rush," said **Katarina Strömberg**, editor-in-chief at Internet World and moderator for Webbdagarna.

This year, there were 170 nominees in 13 categories, Stromberg said, adding that it was the first time IDG Sweden had entered Webbdagarna in the competition. Five finalists were named in each category, and the 13 winners were announced at a gala dinner at Artipelag Värmdö, a restaurant, museum and event venue outside Stockholm.

> "Using well thought out communication and having an ambition to make a difference, they have succeeded in attracting the right audience and having them attend [an event] where knowledge, inspiration and networking are central elements."
>
> *award jury comment*

In announcing the award, the jury noted: "By using a thought-out communication and having an ambition to make a difference, they have succeeded in attracting the right audience and having them attend [an event] where knowledge, inspiration and networking are central elements. The concept is helping the Swedish business sector as well as the visitors to be in the front line when it comes to developing digital business."

For more information, see this week's One on One interview with Katarina Strömberg. ■

IDGNS content helps Computerwoche boost traffic, SEO-optimized longtail content

IDG Germany's enterprise publication Computerwoche has a dual purpose in using stories on trending topics from the IDG News Service (IDGNS). It's a fast way to generate traffic on all its channels — websites, e-newsletters and social media — and also increase its SEO-optimized longtail content. Computerwoche and CIO Editor **Florian Maier** said he translates and publishes two to four News Service stories per week.

Maier said the News Service stories are "the most effective way to get additional relevant longtail content for our websites, newsletters and social media feeds. When it comes to editorial content I'm in charge of the Facebook and LinkedIn pages of Computerwoche and have a daily social media-posting plan of five to six posts per day, and the IDGNS stories are a part of that."

Maier

Maier said he scans the IDGNS website for new stories from the News Service and contributing IDG U.S. Media publications every day with an eye to finding stories on core Enterprise topics. "If I find something that looks or sounds interesting, I do a keyword search to make sure it's about a popular topic," Maier said.

Before posting the story on the sites' Facebook and LinkedIn pages he takes out content specific to the originating country or adds localized information. "If the article contains, for example, statistics on the percentage of security-breached businesses in the U.S. I try to get corresponding numbers for the German or European markets," he said, estimating that he spends between four and eight hours a week editing and translating stories from the IDGNS.

As a reader service and to have a greater impact on the stories' reach on Facebook News Feeds, Maier also embeds accompanying IDGNS videos, "as the direct upload of videos on Facebook is said to boost the overall News Feed reach of company sites," he said.

He added that IDG Germany's video department "can't compete in terms of speed when it comes to video content relating to new technology, citing the example of Microsoft's Surface Studio desktop PC. "There is no release date or devices for testing in Germany yet, but people want to know how it feels and performs," which is where videos from the News Service and U.S. publications can be valuable additional content. He added that some of the videos available from the IDGNS are also mobile-optimized, which better suits the growth in mobile usage.

Traffic back to the IDG Germany sites for the stories posted on social media "works out pretty well," Maier said. One of the most popular stories recently was Computerworld's "The Laptop is Dead" by Mike Elgan, which became "Nie wieder Notebook kaufen: Der Laptop ist tot" on Computerwoche. It drew more than 60K page views, more than 45K of which were unique.

"Overall, the News Service stories are helping drive traffic, the translated articles are unique, SEO-optimized and distributed across all of Computerwoche's channels just like our original content," Maier said. "It is an effective way to generate more relevant high-quality longtail content in less time."

For more information, contact Florian Maier. ■

OneonOne

Katarina Strömberg

IDG Sweden

The editor-in-chief and moderator of Internetworld and Webbdagarna is this week's columnist. Reach her at katarina.stromberg@idg.se.

> "In the exhibition area, our visitors have, for example, been able to build their own little robot, try out new technologies such as VR, get themselves chipped with an NFC chip and compete in the Webbdagarna game, developed by one of our partners."

Q Congratulations on the Best Event of the Year Award that Webbdagarna just won! What would you say are the keys to Webbdagarna's success?

A Thank you! It is really an honor and such a joy. We are constantly listening to our visitors and changing and renewing our content based on what they want. We send out surveys after each event asking them how they liked everything from the agenda to the venue. We ask them what they want to hear more about and how they want that information presented.

In addition, we work hard to make the event an overall experience for the visitors, both in terms of what is being presented on the stage as well as everything going on elsewhere in the venue. In the exhibition area, our visitors have, for example, been able to build their own little robot, try out new technologies such as VR, get themselves chipped with an NFC chip and compete in the Webbdagarna game, developed by one of our partners (see sidebar, page 6).

And, of course, with their dedication and experience, the team working on Webbdagarna is a main key to the event's success.

Q Can you briefly explain what Webbdagarna is?

A Webbdagarna is Sweden's leading event for everything digital- and business-oriented. It is an independent event with well-established editorial integrity that has made it a must-attend event for marketers, communicators, social media managers, digital strategists and many other professionals within the digital arena. The participants get an overview of digital trends and inspiration from great keynote speakers as well as tools and tips they can use in their profession.

Webbdagarna covers areas such as content marketing, e-commerce, digital communication, social media, digital strategies, web design, SEO, conversion rate optimization, digital marketing, etc.

Q Webbdagarna is now in its 12th year. Can you describe how the event has evolved over that time?

A Besides having grown to an event that is now hosted in three different cities — attracting over 3,000 visitors during the year (including both the events and the classes at Webbdagarna Academy) — the main changes can be found in the subjects we cover in the agenda.

When we started, the program was mainly about the web and how to manage a website and do business on the web. Today, digital platforms and strategies are a part of the core business for every company and that reality is reflected in the agenda as well as among the participants, in where they come from and what they work with.

Q Can you describe the related events that have been spun off from this event?

A Webbdagarna is now held in three cities in Sweden — Stockholm, Gothenburg and Malmö. We also produce a special version for the public sector in Stockholm. We have had the special version for the public sector for the past three years; the fourth edition will be in the fall in Stockholm. It is something our visitors asked for, a lot of them coming from the public sector to our "regular" Webbdagarna events. They like the regular ones, but asked for more content specially aimed at the public sector, with examples and case studies from education and health care and speakers addressing communication rather than marketing, for instance.

Another spin-off from the event is Webbdagarna Academy, our one-day classes on different digital subjects such as analytics, content marketing, social media, video, writing for digital platforms, marketing automation and many more. The classes are taught by digital experts we partner with. I teach one class as well on writing for digital platforms. The classes are held at our IDG office here in Stockholm, and each class has a maximum of 15 people attending in order to be able to have discussions and exercises. We started them two-and-a-half years ago, again because our visitors at Webbdagarna asked for more and deeper information on subjects we addressed at the events.

Q What are some of the key factors that distinguish Webbdagarna from competitor events?

A One thing that distinguishes Webbdagarna from other events is our editorial integrity. The agenda is put together by our editorial department, always putting our participants' interests first. If the visitors have an awesome experience, it is good for everyone involved, sponsors as well. We do have sponsors on stage in the breakout sessions. But a speech given by a sponsor

continued on page 6

IDGE's annual Customer Engagement Study helps sales team open doors

Each year for the past five years, IDG Enterprise has conducted a pair of research studies that help open customers' doors when the sales team comes knocking. The IDG Enterprise Customer Engagement Study focuses on the content consumption habits and preferences of IDGE's collective audience. It is a companion piece to a second study, the Role and Influence of the Technology Decision-Maker, which looks at the structure of technology organizations and the content sources used by IDGE's audience. The combined goal of both studies is to create an understanding of who is involved in the technology purchase process and how to most effectively engage them during the customer journey, explained IDGE VP Marketing **Sue Yanovitch**.

The studies are the result of a collaboration between IDGE's marketing team, internal sales management team and IDG Research. "IDG Research fields the surveys and collects the data for us, which we then analyze and package into a comprehensive presentation for sales use," Yanovitch said. "The challenge each year is to keep enough of the data the same so that we can identify trends and shifts, and at the same time introduce enough new information to keep the data fresh and interesting for our sales team to get meetings to present it year after year."

Once the data is collected, the marketing team creates one "massive" presentation that contains a lot of sliced data so that the reps are able to tailor the presentation ahead of time if they know there is a specific target their customer is focused on, Yanovitch explained. "If additional areas of interest are surfaced during the meeting, the reps are able to follow up with them after with additional data cuts, which makes it a very consultative approach. Of course, behind all that value, the salespeople are able to align product recommendations within their proposals to the findings in the research so customers understand the value of our products."

"The IDGE Customer Engagement is not only an excellent tool to help educate our clients, but it is also a powerful tool for sales to get meetings with the entire marketing organization and high-level decision makers," said **Erika Karr**, account director at IDG Enterprise.

THE CUSTOMER JOURNEY
THE FULL FUNNEL APPROACH

JOE MOLA

Turning the research into a useful sales tool and marketing that tool requires a team effort, noted ***Sue Yanovitch****. Clockwise from back left): Marketing Director* ***Lynn Holmlund*** *handles the PR, Yanovitch, Marketing Designer* ***Stephanie Brockway*** *works on the presentation and infographics, and Marketing and Research Specialist* ***Stacey Raap*** *assists with the promotion plan. Not pictured is Marketing Manager* ***Alexis Hines****, who assists Holmlund with writing the blog posts for the project.*

"This study allows us to help our customers understand our audience, make better marketing decisions as well as help IDGE build relationships as we are bringing value to our clients and not just selling. It helps us develop a transactional customer relationship into a trusted partnership." Karr added that these meetings are often an excellent environment in which to introduce IDG's Strategic Marketing Services solutions.The research is only made available in its entirety through a call with an IDGE salesperson, and the marketing team uses a variety of methods to promote the study and generate interest, making it easier for those meetings to happen. "We distribute a press release and also send it directly to a few writers who we know like to cover our research," Yanovitch said.

"We also post that press release, along with several topic-specific blogs and sample slides to our website and promote those assets via social channels."

> "The IDGE Customer Engagement is not only an excellent tool to help educate our clients, but it is also a powerful tool for sales to get meetings with the entire marketing organization and high-level decision makers."
>
> *Erika Karr, account director, IDGE*

This time the blogs covered specific product areas —

continued on page 6

CSO50 Conference + Awards attracts senior-level attendees, fosters peer-to-peer learning

The IDG Enterprise Events team continued its successful game plan for the CSO50 Conference + Awards, tried a few new elements, and aimed to meet a new attendee revenue goal — all of which added up to satisfied customers and a solid contribution to the bottom line.

The May 1-3 event in Scottsdale, Ariz., produced by IDG's CSO brand, secured 22 sponsors — four more than last year — and drew 223 qualified attendees, 23 over the guarantee. The sponsored private activities — lunches, dinners and speed networking with venture-backed startups — also exceeded their individual guarantees.

"As the leading global brand in this industry, CSO has been trusted and relied upon by our audience for over 15 years," said CSO SVP & Publisher **Bob Bragdon**. "We bring that trust to bear in attracting industry-leading vendors to support the event through their sponsorship, and they have consistently found it to be a very smart investment."

In order to stand out from the many competitors in the security events space, IDGE VP/Content Development & Strategy **Derek Hulitzky** said the CSO50 aims to convene an intimate audience of senior-level security executives — often CISOs and CSOs — to learn from each other about their innovative projects that drive business value. "As a result, the presentations are very high-level and don't get into the technical weeds. They often involve discussions about not just the technology initiatives, but the people and cultural challenges and opportunities related to a particular project. This attracts a management-level audience that's very desirable to our attendees and sponsors alike."

With the exception of presentations from selected sponsors, all presentations were from current-year winning organizations, with all 50 winning organizations honored at the awards dinner on the final evening. This year, 27 of them presented their projects, among them companies such as BNY Mellon, Blue Cross Blue Shield, Mastercard, Quest Diagnostics, The Hershey Company, TransUnion and United Airlines.

"A big draw to the event is that every year there's a new set of award winning projects and presenters on the agenda, so through this awards process, the content always remains fresh and contemporary," Hulitzky said. "There are so many short (mainly 18-minute) presentations — all grouped by subject — that attendees can be exposed to a wide range of new and successful approaches. As the CISO from the State of Missouri said, 'this is like a TED conference on security.' That's what we have in mind, and it's nice to hear a CISO confirm it."

CSO
50
AWARDS
Dinner & Ceremony

*Among the IDG Enterprise staff involved in the event were (l-r): CSO Editor-in-chief **Joan Goodchild**, IDGE Client Services Coordinator **Rachel Lavallee**, IDGE Senior Director/Events **Deb Begreen**, SVP and CSO Publisher **Bob Bragdon**, IDGE Event Content Specialist **Devon McCarthy**, IDGE Registration Coordinator **Cheryl Barrett** (still wearing the white glove used to polish the acrylic awards), Group VP/Customer Experience and Operations Events **Anne McCrory** and IDGE VP/Content Development & Strategy **Derek Hulitzky**.*

> "This is like a TED conference on security."
> *a CSO50 attendee*

The mix of hot topics and evergreen content included identity management, security awareness, IoT and machine learning, data loss prevention, third-party risk, cybersecurity and critical infrastructure. The agenda included 35 general sessions, eight Q&A panels, one general session workshop and 17 hosted lunch discussion tables.

Given that there are so many winners presenting, they and their teams form about half of the total qualified audience, so the content model also contributes heavily to the audience development effort, Hulitzky added. That is also the case with IDG Enterprise's other multi-day programs, the CIO 100 Symposium and AGENDA.

Group VP/Customer Experience and Operations Events **Anne McCrory** set a challenge to increase attendee revenue, with a

continued on page 7

Paper surveys get results

Faced with a declining number of attendee satisfaction surveys submitted online through Survey Monkey over the past few years, CSO50 organizers decided to "go retro." They distributed paper surveys, one each of the three days, for attendees to rate the sessions. They offered a gift card drawing as an incentive each day, and the effort resulted in about a 50% response rate each day — much better than in previous years.

continued from page 4

Customer Engagement Study

events and video — which the research focused on. We did this with an eye toward attracting tech marketers who are researching those channels," Karr said. The team also promotes the study in its customer newsletter and generates a white paper that site visitors must register for to download.

"The IDG Enterprise Customer Engagement study is the most used research we conduct, from a sales perspective and also from a site-traffic driver, because it provides targeted information for our customers to use to engage our audience, their target," Yanovitch said, adding that they often hear from customers who say that the research is central to their planning process and that they anticipate its release each year. "Just the other day we had someone from Google ask for our updated poster (pictured above). When we tracked the shipment and let her know they would be arriving that day she told us, "I look to the previous research quite often, and it will be like Christmas morning when the new posters arrive!"

For more information, contact Sue Yanovitch. ■

IDGE's marketing team creates this graphical representation of the study's findings each year.

Study findings highlight customer needs IDG products, services can help address

- 79% of tech decision-makers (ITDMs) find it challenging to locate enough high-quality, trusted information on major enterprise IT products and services to make an informed purchase decision.
- 79% say that if they can't find vendor content during research process it negatively effects their impression of the company.
- Information needs shift during the purchase process, but product-focused information (testing/reviews/opinions and demos/product literature) is the most accessed content type across all title sets.
- 90% of ITDMs value content tailored for them.

continued from page 3

One on One

should put the visitors' interests first as well.

Another thing that sets us apart is the close relationship we have with our participants. We ask them what they think about every event. What do they want to hear more about? Which subjects are important to them right now, and how do they want to have that information presented? The feedback we get is used to develop the event. One concrete example of that is the breakfast seminars that were introduced a couple of years ago, and the workshops that were held for the first time this year at Webbdagarna Stockholm. We had two workshops each day, one focusing on how to become a modern marketing department and one on writing for the responsive web. They were a bit like a shorter version of our Webbdagarna Academy classes, running about one-and-a-half hours.

Q What is your secret for infusing Webbdagarna with so much energy?

A The team working with Webbdagarna is fantastic, with so much knowledge and energy! We have so much fun putting the event together, and every team member is a true professional at what they do. We get a lot of great feedback and compliments from our participants and that inspires us to try to make an even better event next time.

Partners and speakers also bring good feedback. The international speakers coming to Webbdagarna often mention it as one of the best organized events they have spoken at.

And, as one of our previous speakers said congratulating us on the award, it takes a team to win. ■

Custom mobile game keeps visitors engaged

WEBBDAGARNA

The Webbdagarna team partnered with Flarie, a startup that offers a variety of customizable mobile games designed to help marketers connect with customers in a fun and creative way, to offer event attendees an opportunity to win prizes during the two-day event. Visitors could use iPads in the Flarie booth in the exhibition area to play a Webbdagarna-branded game. According to **Katarina Strömberg**, editor-in-chief of Internetworld and moderator of Webbdgarna, "a lot of people played – it was really popular." A running tally was kept of each player's scores, and two winners were awarded free admission to the Webbdagarna Academy class of their choice. One award went to the player with the highest overall score, and the other went to a player randomly selected from all those who played the game. "We decided to award this second prize," Stromberg explained, "to keep people playing the game even when it became apparent that they could not achieve the highest score."

IDG Sales University

As part of an effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, the IDG Training and Development department provides World Update links to relevant articles. If you have articles you would like to share, please send links to world_update@idg.com.

On the Importance of Creating a Collaborative Sales Culture

Collaboration is a key tool for carving out your organization's market share in a world of global competition and increasingly savvy customers. Here are some helpful tips for building a strong sales team.

Why Talking About the Competition Shouldn't Be Taboo

Being upfront will give you a chance to demonstrate how your product or service could be the best fit for your customer. To do this successfully, it's imperative that to keep abreast of your competition. Ask yourself if you can answer the following questions about your top five competitors

Managing a Healthy Sales Pipeline: Why Less Is More

As a manager, what can you do to prevent a bloated sales pipeline from dragging down your sales organization? One task is to clean the junk out your pipeline by taking three coaching steps.

Essential Sales Qualification Questions to Ask Customers

Some sales teams assume every lead that marketing has offered is already qualified for sales. They try to nurture the lead and close a deal, but their efforts are wasted due to the leads not being qualified. An efficient lead qualification screening can help.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Adele Lee *IDC*

26
Chris Norman *IDG U.K.*

20
Matthew Bennett *IDG U.K.*

18
Lionel Lamy *IDC U.K.*

16
Leigh Mills *IDG Corporate Services Group*

15
Giacomo Laurini *IDC Italy*
Rosa Maria Peñalva *IDC Latin America*

14
Kyoung-Min Kim *IDC Korea*

13
Norihiko Seki *IDC Japan*
Jed Scaramella *IDC*

12
Koichi Sato *IDC Japan*
Alan Louie *IDC*

9
Rob Rebecchi *IDG Technical Services Group*
Adil Shahzah *IDC CCR*
Rathina Sabapathy *IDC CCR*
Jasmine Kim *IDG Korea*
Christina Richmond *IDC*

7
Christian Lachawitz *IDC CEMA*

6
Nagendra Shenoy *IDC CCR*
Radan Dolejs *IDG Czech Republic*
Chanelle Tan *IDG Australia*

5
Tom Schmidt *IDG Strategic Marketing Services*
Kate Hoy *IDG Connect*
Dan Swinhoe *IDG Connect*
Florian Kurzmaier *IDG Germany*

4
Mark Hachman *U.S. Media*
Eileen Gengan *IDC South Africa*
Pressiana Sokolova *IDC Bulgaria*
Nina Turner *IDC*

3
Nikki Bylates *IDG Corporate Sales*
Sophia Katherina Russi *IDC Germany*
Mathieu DesJardins *IDC*

2
Rahul Pandey IDC CCR

1
Paolo Consunji *IDC Philippines*
Eric Perdigones *IDC Philippines*
Sparshy Saxena *IDC Australia*
William Cheng *IDC China*
Shaily Shah *IDC Singapore*
Jakub Belik *IDC CEMA*
Dmitry Gavrilov *IDC Russia*
Kamil Gregor *IDC CEMA*
Irina Pokrajac *IDC Serbia*
Claire Fairbrother *IDG Global Solutions*
Essi Heiskanen *IDG Global Solutions*
Mudecha Yousaf *IT World Canada*
Karen Bershtein *IDC*

continued from page 5

CSO50

goal of $20,000 compared with last year's total of $13,573. While award winners and teams receive complimentary attendance, all of IDGE's national conferences have a ticket revenue goal and several pricing tiers depending on the time of the sign-up. Events Marketing Manager **Mike Gormley** managed the campaign, sending out the more highly discounted offers first and ramping up to full price shortly before the event — a departure from last year, where price cuts continued in an effort to boost the number of paid attendees. "We grew paid revenue significantly and exceeded our goal, ending up with $25,170. This shows the value of the conference, as revenue approached what we earn from ticket sales for AGENDA," she said.

After introducing the TweetBoss contest at AGENDA as a way to promote attendee engagement on Twitter and boost the visibility of the event brand, the events team tried it at CSO50. Attendees were encouraged to use the hashtag #CSO50 before, during and shortly after the conference, and the jockeying to be among the top three TweetBosses was publicized onstage, with only bragging rights at stake. Gormley, who promoted the contest, monitored Twitter, and analyzed the results, said compared with the last year, when the hashtag was used without a formal program, TweetBoss increased impressions by 50% (1.8 million), boosted the volume of tweets by nearly 400% (1,294 tweets) and increase participants by almost 30% (130 contributors). For the next event that uses TweetBoss, Gormley said the staff will brainstorm how to make it more effective and involve users who have a larger reach on Twitter.

Also for the first time at CSO50, the IDGE Events team used the Passport Program, which has increased booth traffic at the IT Roadmap series. Some 14 of the 22 CSO50 sponsors in the expo area paid a fee to participate and provided a raffle prize worth $250 or more. Attendees got a card that was stamped at each booth and submitted the completed card to participate in the raffle at the end of the event. Sponsors were very pleased to have more chances to interact with attendees, McCrory said.

Contact Derek Hulitzky. ■

unsunghero

Maria Klang

Sales Support Administrator

IDG Sweden

IDG Sweden Head of Ad Solutions ***Lina Vikman*** *named Sales Support Administrator* ***Maria Klang*** *her team's unsung hero. "Maria is always 100% committed to her work," she said. "She always happily takes on new challenges without hesitation and works tirelessly on regular tasks. There's always a smile on her face, she's professional and service-minded to our sales team and really delivers that little extra something."*

Home Stockholm, Sweden

Career path at IDG I started as a sales representative for IDG Sweden's print magazine CS Life. It didn't go very well. I am many things, but I couldn't sell water to a dehydrated person in the desert. My boss saw something in me, though, and asked me to apply for an opening in the online traffic department. I learned so much there and really loved the job. I returned from maternity leave in 2015 to find my department had been outsourced to ad-ops at IDG U.K. and found another job at a media bureau. After a few months working there, [IDG Sweden Publishing Director] **Jesper Landén** contacted me about the sales support job I have now. It was a new position that I had to create from scratch by myself, which was a bit of a challenge but it turned out really well.

Primary job responsibilities Supporting the enterprise sales department. I help them with proposals, presentations, campaign reports, coordination, prospecting and various administrative tasks. I'm in contact with ad-ops in the U.K. regarding all enterprise display campaigns. I'm also in charge of our Google Drive database where we keep all documents that make it easier for our sales reps to do their jobs, keeping it updated with relevant documents and information. Basically, I'm in the go-to person in the background, coordinating things and pulling strings.

Three things I do in a day's work Mid- and final campaign reports; business proposals; administration of enterprise display campaigns.

Sales Support Administrator ***Maria Klang*** *joined IDG Sweden in 2011 as a sales representative.*

What I love most about my job I never really know exactly what my day will look like. I have some daily routines, but there's always something new coming up and I learn new things every day. Some days there are a hundred different things happening at the same time, which can be a bit stressful but I really like it.

A hot-button issue that I'm dealing with I constantly need to learn about all the hot new IT subjects and buzzwords. Also Excel has never really been a friend of mine, but I've had to overcome this in order for me to take on some new tasks. I now have kind of a hate-love relationship with it, but I'm learning and it's actually quite fun.

Interests outside the office I spend most of my free time with my son who's nearly three and my husband. I also enjoy reading, baking, drinking beer, watching scary TV series and hanging out in our cabin in the woods.

What others can't tell just by looking at me Since I spend a lot of time in my cabin, I have developed some mad wood-chopping skills. I'm very tiny, so I don't think anybody would look at me and think, "I bet she's a really good woodchopper."

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Maria Klang *IDG Sweden*
Florian Maier *IDG Germany*
Viktor Sandberg *IDG Sweden*
Katarina Strömberg *IDG Sweden*
Lina Vikman *IDG Sweden*
Sue Yanovitch *U.S. Media*
Caolyn Yanuskiewicz *IDG Training & Development*

IDG World Update
EMPLOYEE NEWS AND INFORMATION
8 MAY 2017 | VOLUME 47, NUMBER 20 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

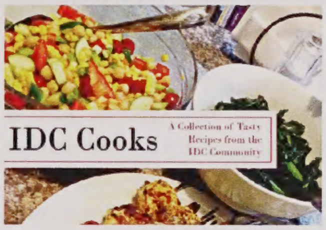
CIO U.K. shines spotlight on C-level drivers of transformation

CIO U.K. honored the achievements of technology and business leaders at its annual CIO 100 celebration in London, complete with networking and two moderated panel discussions.

SEE MORE ON PAGE 2

Also inside

One on One: Account Director James Solomito on IDG.tv's video strategy and monetization
IDG Australia's CSO Perspectives Roadshow lengthens itinerary
IDC's first hackathon yields two products



IDC employees create cookbook to raise funds for Framingham High School Foundation.

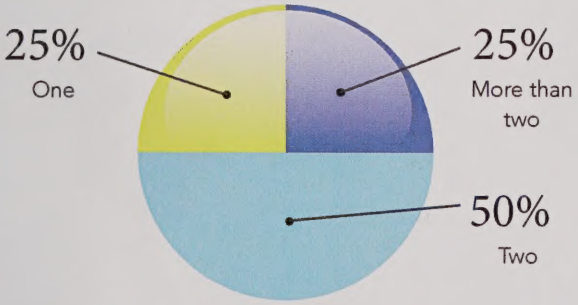
SEE MORE ON PAGE 6

Celebrating 20: IDG Sweden's Lars Danielsson tours Amsterdam by land and waterways.

SEE MORE ON PAGE 8

Question of the week results

How many current personal email accounts do you have?



Log on to www.idgcentral.com to vote on this week's question:

Did you get the Google Docs phishing email last week?

CLICK HERE

CSO50 celebrates innovation

CSO Publisher Bob Bragdon welcomes security innovators at the CSO50 Conference + Awards in Scottsdale, Ariz., last week. Look for coverage of the three-day IDG Enterprise event in an upcoming issue.

CIO 100 shines spotlight on C-level drivers of transformation

CIO U.K. honored the achievements of 100 technology and business leaders driving transformative change in their organizations at its fifth annual CIO 100 celebration, held April 27 at London's Waldorf Hotel.

Selected by a panel of 11 industry experts including CIO 100 alumni, former CIOs, NEDs (non-executive directors) and advisors to boards, as well as CIO Editor **Edward Qualtrough**, the honorees represent a broad cross-section of individuals from the public and private sectors, including business, manufacturing, retail, health care, education, entertainment, financial services and non-profit organizations.

Sixty-six of the CIOs being honored joined judges, staff from IDG and CIO U.K. and a handful of sponsor representatives for the evening. The night got under way with an hour of cocktails and networking followed by two moderated panel discussions.

The first, Themes from the CIO 100 Leaders, featured Ireland's Health Service Executive CIO Richard Corbridge, Salford Royal Group CIO Rachel Dunscombe, Leeds City Council Chief Digital and Information Officer Dylan Roberts and CIO 100 panel member Ian Cox. The discussion focused on what kind of attributes and qualities leading CIOs were exhibiting and how the panel expected this to change.

The second discussion, Moving Beyond the CIO Remit, featured a panel that included London City Airport COO Alison FitzGerald, Lloyds of London COO Shirine Khoury-Haq, Financial Times Chief Product and Information Officer Cait O'Riordan and Global Radio Director of Technology & Operations David Henderson. Nick Wilson from the headline sponsor DXC Technology was also represented on this panel. "This was an absolutely all-star panel of those with significant influence outside of IT and the discussion focused on how CIOs go about leading change initiatives outside of what might be considered a traditional IT environment, hence the COOs and product owners," Qualtrough explained.

Edward Qualtrough
Editor, CIO UK

CIO U.K. Editor ***Edward Qualtrough*** *served as the event's moderator.*

Audience Development Manager ***Christina Mercer*** *onsite at the CIO 100.*

"The CIO 100 is a celebration and showcase of CIOs, CTOs, IT directors, chief digital officers and equivalents and an acknowledgement of the role they provide to their organizations," Qualtrough said. "But it's important to reiterate the CIO 100 is also a serious celebration; this is an exclusive community of leading CIOs and we provide the best opportunity technology leaders will get to network, share challenges, discuss opportunities and make new acquaintances with their peer group."

> "The CIO 100 creates a huge amount of engagement with the community we are trying to serve, it helps create a huge amount of content and gives us an 'in' to meet and interview as many of our core audience and most engaged community members as we can."
>
> *Edward Qualtrough*

From an IDG standpoint, "the CIO 100 is really the tail that wags the editorial dog for the whole brand. It creates a huge amount of engagement with the community we are trying to serve, it helps create a huge amount of content and it gets us our foot in

continued on page 7

OneonOne

James Solomito

IDG.tv

The account director for IDG.tv is this week's columnist. Reach him at jsolomito@idgcommunications.com.

> "IDG.tv has the distinction of being the industry's audience leader in terms of engagement with our video content."

In this column, James Solomito shares highlights from his recent IDG Sales University presentation, Product Spotlight: IDG.tv. View the webinar on IDG Central here.

Q What is IDG.tv?

A IDG.tv represents video created for and by IDG's owned and operated brands. Think of the IDG.tv watermark in all our videos as umbrella branding. IDG.tv and its corresponding social presence on YouTube and Facebook allows IDG to showcase all our video content on one website, plus provides a home to experiment with original programming ideas in adjacent tech categories that might not cleanly fit into any of our existing brands' editorial missions (e.g., Drone Nationals Racing Championships, Born in Silicon Alley).

IDG.tv videos are created by our Studios teams of producers, directors/editors located in San Francisco (working with IDG CSMB's brands) and in Framingham, Mass. (working with IDG Enterprise's brands). IDG Studios specializes in working with our editorial talent, as well as externally sourced tech influencers to create event-related content (e.g., CES, Mobile World Congress, RSA, E3), original series (e.g., Smart Cities, CIO Career Coach) and core editorial content for our video channels. We also have the capabilities to create custom video content and event coverage for marketing partners when doing so aligns with our editorial mission and meets the right investment criteria.

Q What does the digital video marketplace look like today?

A According to eMarketer, video is projected to be the fastest growing advertising category and consumer activity until 2020, when spend is expected to be $28.08 billion. 2020 has been projected to be a 183% increase vs. 2016. In 2016, $9.90 billion was spent in the U.S. digital video marketplace.

Q How would you describe IDG's video strategy?

A There are two parts: content creation and monetization. IDG.tv's content strategy is to:

- Work with each brand's editorial team to create video content they feel is important for their audience. These can be how-to's, reviews, hands-on, listicles, etc.
- Distribute that content via their owned and operated websites and social presence on YouTube, Facebook and Twitter.
- Ultimately, distribute this content to other partners in the "over the top" (OTT) space as well as other content aggregates such as msn.com, dailymotion.com, Soundcloud, all of which we're in discussions with. OTT services include HBOGO, DirectTV Now, Hulu, Netflix — basically anything that is streamed online through TV.

Our monetization strategy is an ad-supported, sponsorship model, which aligns with our editorial strategy and calendar. This model leverages the scale of our combined U.S. brands, plus IDG TechNetwork, and is sold as a premium network. We offer marketers sponsorship packages based on content affinity (e.g., AT&T purchasing the Mobile Channel, Intel purchasing our Pax West coverage [see below] and/or based on audience (men ages 18 to 49), and/or specific tech targets (IT decision makers). The advertising formats used are standard IAB pre-roll and high-impact player units. We are investigating other interactive in-stream formats as well.

Q What are some different types of advertising clients are running with video?

A IDG.tv has a wide range of international clients, among them LG, Samsung, Red Hat Security, Juniper Networks, Microsoft Cloud and Avnet. Here are a few examples of how we've partnered with two of them.

- The U.K.'s Department for International Trade (DIT): South by Southwest (SXSW) Sponsorship. IDG.tv was on-site at SXSW with influencer/presenter Jimmy Conrad, who hosted IDG's coverage alongside IDG editors. This presence enabled the partnership with DIT to take place both live at SXSW and online. IDG.tv filmed its coverage from the SXSW showroom floor and via daily livestreams from DIT's Britain House exhibit at the event. The coverage lived in an editorial hub on IDG.tv and across the PCWorld, Macworld, TechHive and Greenbot sites, with DIT receiving 100% share of voice (SOV) — they own the channel/event for a specified tine and no other advertiser will run in their sponsorship.

- Intel's Pax West Sponsorship. Intel wanted to have top gaming influencers test their Core i7 chip. Prior to the launch, they sought out IDG.tv's Hardcore Hardware Series host and PCWorld Executive Editor **Gordon Mah Ung** to not only host the videos but also go to the major gaming conference Pax West and host a Twitch livestream. IDG.tv's presenting sponsorship included four Intel integrations into Hardcore

continued on page 6

IDG Australia's CSO Perspectives Roadshow lengthens itinerary

Each stop of the CSO Perspectives Roadshow included a panel discussion with members of the Australian Women in Security Network, a Roadshow sponsor.

IDG Australia took its CSO Perspectives Roadshow on a longer road trip this year, adding four cities in Australia and New Zealand to its itinerary. It was "an epic — and profitable — effort for the Roadshow event team of just two people, [CSO Publisher] **Abigail Swabey** and [Event Manager] **Chanelle Tan**," said IDG Australia Managing Director **Davy Adams**.

Now in its fourth year, the CSO Perspectives Roadshow had previously been held only in Sydney and Melbourne. This year's series of events, which were held between March 14 and April 4, added Perth, Adelaide and Brisbane in Australia and Wellington, New Zealand.

"Our industry was asking for an expansion," Swabey said. "Some of these cities or states had not had a security event or if they had they didn't have speakers who would draw attendees; they were just afterthoughts." Swabey said she and Tan decided to do all the cities "in one throw while momentum for the CSO brand was exceptionally high with supporters in order to see what worked and what didn't. I saw this as an investment in the brand and a chance to expand it. Plus, I love to take a risk and see whether it pays off."

CSO PERSPECTIVES
ROADSHOW 2017
THERE'S MORE TO SECURITY THAN HIDING YOUR LAPTOP UNDER THE MATTRESS

Each city hosted a full-day event with international keynote speakers sandwiching breakout sessions run by non-vendor industry specialists and two panel sessions, one industry association-sponsored (this year the Australian Women in Security Network) and one vendor-sponsored. Each site had an exhibition area for sponsors where attendees could network.

Swabey said she "built, planned and produced" the agenda, which was the same in each city, albeit with different speakers who were local to each Australian state. There 18 sponsors in total, with the majority of them having a presence at at a minimum of three events, although some participated in all six. Sponsors gain "branding opportunities, leads from the registrations, an expo booth and two were exclusive panel sponsors," Swabey noted. Revenues were AU$484,000 (US$364,000), up 52% from the prior year.

*IDG Australia's CSO Publisher **Abigail Swabey** (l) and Event Manager **Chanelle Tan** took managed to squeeze in a bit of sightseeing after their New Zealand event.*

Sponsors were guaranteed 50 attendees in the smaller cities — Adelaide, Perth, Brisbane and Wellington — deliverables achieved in all of the cities except Brisbane "where we fell short due to weather conditions," Swabey said. Sydney and Melbourne drew their target of 100 to 150 attendees. The CSO Perspectives Roadshow was marketed on the CSO Australia web site, through electronic direct mail, telemarketing and through targeted advertising on the IDG TechNetwork.

Swabey said the Brisbane event was "the only leg that didn't really work, so we wouldn't do that one again."

The mission of the CSO Perspectives Roadshow, Swabey said, is to provide an event for the Australian and New Zealand security industry with unique speakers and educational sessions and also highlight specific areas that are core to our industry like the Australian Women in Security Network. "We achieved that, thanks to Chanelle who single handedly and seamlessly ran all six cities with only my help. Two staff to run a six-city event is unheard of and an outstanding result, and I'm very proud of the program and what we achieved."

The next CSO Perspectives Roadshow will take place in February and March 2018. For more information contact Abigail Swabey. ■

IDC's first hackathon yields two products for development

A group of IDC developers, designers and testers from IDC's two offices in the Czech Republic got together for their first offsite hackathon last month and came back with two viable products to incorporate into future development projects.

Application Development Manager **Jan Houska** came up with the idea for the hackathon and presented it to IDC management for approval and funding. "The goal was to experiment with new technologies, such as API.ai, Czernobog, Matlab and R studio, and work intensively on possible new products that we wouldn't have a chance to build during regular working hours," he said.

Since most of IDC's worldwide development team is based in the Czech Republic, Houska invited the entire IDC Czech-based team and 10 signed on for the retreat, which was held at the Botanika Resort outside Prague April 20-22. **Kirk Mitchener**, IDC's director of IT Systems Integration and based in Framingham, Mass., had coincidently planned a trip to Prague during that time and joined the group.

Houska

Two weeks before the event the group met to agree on the topics and goals. "Everybody had a lot of ideas, but we were restricted by time so we had to carefully choose what to build," Houska said. They decided to split into two teams: one to build a chatbot working with IDC data, and the second team focused on clustering analysis for IDC.com. Each team had some preparation to do so that they had everything they needed once they arrived at the retreat.

Clockwise, from bottom left: ***Kirk Mitchener, Martin Svitek, Daniel Tovar, Jiri Kolarik.*** *Far right:* ***Luboslava Becvarova.***

Once there, the group had a quick kick-off meeting and then got going on their projects. The chatbot team focused on building a chatbot that can provide answers regarding any dataset it is programmed for, such as Tracker or Spending Guide products. Users can type questions such as "How big is the PC market in China?" or "What are the top 10 vendors in terms of market share in the U.S. for notebooks?" and the bot can understand the question and provide an answer with a table of data and a chart. The team members were **Martin Svitek**, **Daniel Tovar**, **Miriam Jezkova**, **Jiri Kolarik**, **Luboslava Becvarova**, Houska and Mitchener.

The clustering analysis team focused on the data of all IDC.com users and looked at the reports that each user accesses. They clustered the data and, based on the various clusters, created a proof of concept for an application that would assign a cluster to the logged user and then offer him interesting research based on his cluster and recommend other reports users in his cluster read. The team members were **Martin Kylberger**, **Jan Sochna**, **Ondrej Jelinek**, **Ondrej Smrz** and Becvarova, who helped both teams.

> "We worked hard until 2:30 a.m., and I loved every minute of it."
>
> *Martin Kylberger*

By 1 p.m. on the final day, the teams presented their results to each other. Houska will share the details with the appropriate IDC colleagues — i.e., analysts for the chatbot and the IDC.com product team for the clustering project — to get the results incorporated into some upcoming development projects.

"It was a great experience to see such motivated, creative teams be able to build incredible results in such a short timeframe," Houska said. "This is a great way to innovate internally within a company, get fresh ideas and implement them right away. And it was an opportunity for team building, since people had a chance to collaborate with colleagues they don't usually work with."

"It was very intense," said IDC CEMA IT Division Director Martin Kylberger. "We worked hard until 2:30 a.m., and I loved every minute of it. We got to know our team really well, we learned new stuff and applied it right away, we built great things and we had a lot of fun. I came home Saturday evening exhausted but happy. I'm already looking forward to the next hackathon gathering."

For more information contact Jan Houska. ■

Developers? Czech.

IDC developers based in the Czech Republic work on many worldwide, regional and local products for IDC around the world. They build client-facing applications, such as IDC.com, local websites and the Query Tool. They also work on dozens of internal applications such as FERDA NextGen (the database that IDCs analysts use to track data on every technology segment in every country IDC covers), publishing systems, CRM systems, event management systems. The development team is co-located in Prague, where most analysts and other IDC staff in the Czech Republic are based, and in Ostrava, which is primarily for worldwide developers.

continued from page 3

One on one

Hardware influencer episodes. Intel also sponsored the Hardcore Hardware series, which included brand integration via pre-roll, logo entitlement on index and player pages, and custom branded skin on player pages having 100% SOV.

Monthly Video Uniques; 18+	Video (000) 18+	Property	Videos Per Viewer
13.1 MM	59.1 M	IDG TechNetwork	4.5
10.6 MM	42.8 M	Business Insider	4.0
10.2 MM	40.2 M	The Verge	3.9
8.0 MM	30.1 M	CNET	3.7
1.3 MM	2.1 M	Forbes Digital	1.6
396K	1.3 M	Mashable	3.3
323K	617K	TechCrunch	1.9

Source: comScore Video Metrix Key Measures, IDG Tech Network, U.S. only, multiplatform, December 2016.

IDG.tv has the distinction of being the industry's audience leader in terms of engagement with our video content. We average a 75% completion percentage, and on campaigns such as the DIT SXSW Sponsorship, we averaged a 92% video completion rate. The video content for that campaign was viewed 92% of its entirety on average. For our Intel Pax West campaign, we averaged a .42% click-through rate on our videos.

Q How does IDG.tv's audience compare with competitors in terms of reach and engagement?

A Sold as a network and depending on the season, IDG averages about 8 million to 14 million unique video viewers per month. In terms of the competition, view the chart on this page to see how we compare against the largest competitors in tech.

IDG averages about 8 million to 14 million unique video viewers per month.

Q Is IDG.tv working on any new formats that will allow for more interactivity with audiences?

A We are continuously looking at new formats. One we're currently working on is a buy button in video for e-commerce clients that provides a direct link to purchase our partners products. We are also looking to roll out new products for advertisers such as livestream and 360-degree video in the near future. ■

Proceeds from self-published cookbook help IDC support local high school

A lot of students at Framingham High School will be enjoying extracurricular activities and a lot of IDCers will be enjoying some mouth-watering new dishes thanks to a cookbook fundraising project sponsored by IDC Cares that raised $500 for the school's foundation.

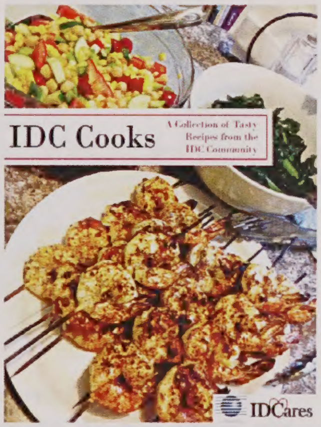
The project came about when IDC Analyst **Vernon Turner** approached the IDC Cares committee, which was established in 2016 to help employees support local charitable causes, with an opportunity to contribute to the Framingham High School Foundation, which supplements funding for extracurricular activities at the school.

"We were already considering doing a cookbook," said Client Services Specialist **Sarah Nadeau**, a member of the IDC Cares committee, "so we decided to combine efforts and put the proceeds toward the high school's foundation."

Nadeau, Research Director **Jerry Silva** and Associate HR Representative **Lauren Yanuskiewicz** put out the call for recipes, and within two weeks they received more than 50 submissions from more than 40 employees. Nadeau was in charge of collecting recipes and processing book orders, while Silva handled layout and editing of the book. Operations Manager **Peter Short** and Office Services Associate **Ricky Sain** from General Services printed and bound the book.

To date, the not-quite-two-year-old IDC Cares group has launched initiatives that support local animal shelters, a food pantry, supply drives for U.S. troops and organized volunteers to spend a day volunteering with Habitat for Humanity.

For more information, contact IDC Cares. ■



Employees who purchased copies of IDC's self-published cookbook are whipping up such delicacies as "Irish I Could Resist These" stout-infused cupcakes and Lemon-Parmesan Artichoke Bottoms.

IDG Sales University

As part of an effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, the IDG Training and Development department provides World Update links to relevant articles. If you have articles you would like to share, please send links to world_update@idg.com.

The one piece of sales prospecting advice that changed my career

One of my mentors kindly suggested that I scour his LinkedIn for connections. He trusted me to reach out to anyone that I'd like to meet and mention that we know each other. What happened next was incredible, and here's what I learned.

Do you need to kill your deal?

Being brutal with the qualification approach will clear out the opportunities that are not viable leaving the ones that are. There are six vulnerabilities that are present within each opportunity that need to be addressed before it can be closed.

How to protect your sales team from burning out

A highly competitive environment combined with stress and pressure can be a challenge for even the highest-performing sellers. Here are some suggestions to combat burnout.

Six sales performance metrics that matter most for the success of your team

Sales managers should keep a steady eye on quotas and revenue. However, also devote attention to six sales performance metrics that measure the effectiveness of your sales team.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Crawford Del Prete *IDC*

26
Paula DeMeo *IDG Corporate Services Group*

25
Nancy Jonathans *U.S. Media*

22
Karen Smalarz *IDG Corporate Services Group*

21
Albie Minkovitz *IDG Research*
Mari Keefe *U.S. Media*

17
Jay Gumbiner *IDC*
Paul Honens *IDC*

16
Brian Klatt *IDC*

13
Anna Boulware *IDG Strategic Marketing Services*
Lynn Holmlund *U.S. Media*

12
Marina Kostova *IDC Bulgaria*

11
Dianna Pelaez *IDC Middle East, Africa & Turkey*
Andy Fong *IDC*

10
Christopher Holmes *IDC Singapore*
Umesh Divakaran *IDC Center for Consultancy & Research/India*
Mitsuhiro Iriya *IDC Japan*
Hiortoshi Asano *IDC Japan*

9
Jayanthan Selvaraj *IDC Center for Consultancy & Research/India*

8
Samaj Bhaskaran *IDC Center for Consultancy & Research/India*

7
Venkatesh Mahale *IDC Center for Consultancy & Research/India*

6
Shalil Gupta *IDC India*
Chris Rogers *U.S. Media*

5
Venu Reddy *IDC India*
Ryan Lai *IDC Malaysia*
Shane Minogue *IDC New Zealand*

4
Dave Alpert *IDG Connect/Digital Account Services*

3
Devaki Nandakumar *IDC India*
Lilibeth Sangalang *IDC Malaysia*
Bernandette Silva *IDC Singapore*
Gabrielle Doherty *IDG Australia*

2
Eko Bahari *IDC Indonesia*
Maria Maydell *IDG Connect*
Georgina Lee *IDG Korea*
Jung Hyun Jang *IDG Korea*
Tracy Beaudoin *IDC*
Catherine Bonner *IDC*
Kate Beard *IDG Connect*
Greca Daniel *IDG Corporate Services Group*
Amy Maratea *IDG Strategic Marketing Services*
Adjani Nicholson *U.S. Media*
Oscar Raymundo *U.S. Media*

1
Yijun Chen *IDC China*
Tommy Zhao *IDC China*
Sheila Zainan *IDC Malaysia*
Sarah Pope *IDG Connect*
Marta De Castro Santos
Vincente Pinto *IDC U.K.*
Natasha Loughery *IDG Australia*
Danny Richman *IDG Connect/Digital Account Services*
Zuania Wood *IDG Human Resources*
Kathy White *IDG Strategic Marketing Services*
Magdalena Petrova *IDG News Service*
Devon McCarthy *U.S. Media*
Peter Amador *U.S. Media*

continued from page 2

CIO 100 U.K.

the door and provides an opportunity to meet and interview as many of our core audience and most engaged community members as we can," Qualtrough said.

In addition to headline sponsor DXC Technology, Salesforce served as a partner for the event.

"The team once again exceeded my expectations," said IDG U.K. Publishing Director **Luc Borg**, "producing what I think was our best CIO 100 yet, and I would like to take this opportunity to thank IDG U.K.'s Events Manager **Greeshma Suresh**, Head of Marketing **Ash Patel**, Head of Marketing **James Walker**, Online Editors **Scott Carey** and **Christina Mercer**, **Dominik Tomaszewski** and **Lewis Painter** for photography and video, **Kat Neal** and **Matthew Bennett** for sponsorship sales, our panel of judges and, above all, Edward, who worked tirelessly supporting the marketing and events team to recruit entries, managing the judging process and for doing such a fantastic job of moderating the CIO 100 ceremony."

CIO 100
2017
Beyond the CIO remit
DXC

*CIO U.K. Editor **Edward Qualtrough** moderates a panel of C-level executives on the topic: Beyond the CIO Remit.*

Contact Edward Qualtrough. ■

celebrating20

Lars Danielsson

Reporter

IDG Sweden

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. IDG Sweden Reporter Lars Danielsson traveled to Amsterdam recently.

Joined IDG Sweden

Hired August 18, 1986, when the company was called CW Communications. I started as a reporter at *Computer Sweden*.

IDG career path

Lars Danielsson *joined IDG Sweden in 1986.*

I've alternated working at IDG and then leaving to work with other employers several times, but I've been working exclusively for IDG Sweden since April 1, 2001. I have a university degree in systems analysis, and I was a database specialist for a while at IDG and wrote code for a subscription management application and for two different sales automation applications. During another IDG period I was a test editor at two magazines, *Mikro-Datorn* and *Svenska PC World*, where I tested hardware and software and also did some quite ambitious network tests. Most recently I've been a reporter for IDG.se,Techworld and CIO Sweden. I've tried a lot of different things in my work life, and the funny thing is that the first job I tried after graduating — with IDG Sweden — turned out to be the best. I hope to stay where I am until I retire, which should be a possibility as long as there's still a media business.

(L-R): Sarah and Jonna Narrowe Danielsson on the canal boat tour in Amsterdam.

Who I traveled with

My daughters Sarah, 19, and Jonna, 17.

Why I chose this trip

I had been to Amsterdam for work, but my daughters had not yet traveled there. It was the one choice we could agree on, and also one that fit all our schedules. Since it was a short four-day trip, both in distance and time, we managed to travel in style — for example, we had two rooms at the Westcord Fashion Hotel — which was very nice.

Trip highlights

The Anne Frank House, a canal cruise and also the Rijksmuseum. We basically just explored the town, went on the tram, ate pizza and so on. We also managed to catch the season premiere of Dr. Who on BBC at the hotel, and Jonna did a little homework for school. Overall, we had a good time!

Coming up

CIO Perspectives Silicon Valley
May 9
San Mateo, Calif.
An IDG Enterprise Event

IDC CIO Summit South Africa
May 11-12
Johannesburg, South Africa

IT Roadmap
May 16
Houston, Tex.
An IDG Enterprise Event

IDC's Big Data & Analytics Conference Nederland 2017
May 18
Amsterdam, The Netherlands

IDC Security Roadshow
May 18
Almaty, Kazakhstan

IDC Digital Business Forum
June 1
Belgrade, Serbia

CIO Perspectives
June 1
Reston, Va.
An IDG Enterprise Event

IDC Day
June 6
Baku, Azerbaijan

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Luc Borg *IDG U.K.*
Lars Danielsson *IDG Sweden*
Jan Houska *IDC CEMA*
Sarah Nadeau *IDC*
Edward Qualtrough *IDG U.K.*
Mitchell Rose *IDC*
James Solomito *U.S. Media*
Abigail Swabey *IDG Australia*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

1 MAY 2017 | VOLUME 47, NUMBER 19 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *pages 2,4* | ANNIVERSARIES - *page 7* | COMMUNITY - *page 8*

Multi-city CIO event capitalizes on strengths of IDC, IDG licensee

CIO
CONFERENCE
2017
6 APRIL | SINGAPORE
DIGITAL DISRUPTION
EVENT PARTNERS
ThoughtWorks

For the past three years, IDC Singapore and Executive Networks Media have collaborated on the CIO Conference series, held in Kuala Lumpur, Malaysia, in March, Singapore in April and in Manila, Philippines in May.

SEE MORE ON PAGE 4

Also inside

IDG Professional aims at leadership development

One on One: IDC's Global Director, Smart Cities Ruthbea Clarke

On the job: Manager, Marketing and Services, IDG Online and SMS at IDG Australia

IDG U.K. hosted a discussion about IDG's Enterprise businesses in the U.K, Germany and Sweden.

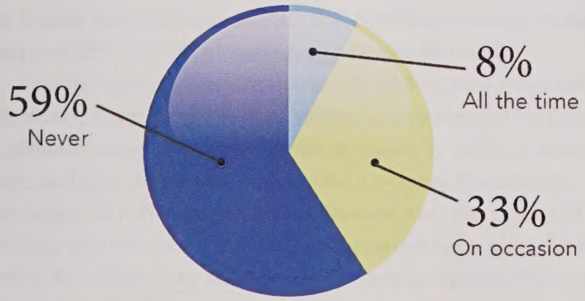
SEE MORE ON PAGE 7

IDG Australia employees take a break for baked goods, chocolate bunnies and an Easter egg hunt.

SEE MORE ON PAGE 8

Question of the week results

How often do you use a voice assistant such as Siri, Alexa or Cortana?



Log on to www.idgcentral.com to vote on this week's question:

How many current personal email addresses do you have?

Leading the way

HR Manager Jillian Vallerand introduced one of the segments of the IDG Professional program in Framingham, Mass., last month, during which more than 30 employees assessed their leadership strengths and set goals.

SEE MORE ON PAGE 2

IDG Professional training program focuses on leadership development

The IDG Professional, one of IDG Training & Development's corporate training programs, is based on the concept that everyone, at some point in their career, is a leader in some capacity, and they can lead from wherever they sit within the organization. More than 30 IDG and IDC employees from seven U.S. business units and three other countries — U.K., Sweden and Germany — came to Framingham, Mass., April 11-12 for this year's edition.

"The goal is to help high-potential, individual contributors within the company recognize themselves as leaders within the organization, assess their leadership strengths and development areas and identify leadership opportunities within their current role," said HR and Training Project Specialist **Carolyn Yanuskiewicz**, who co-hosted the program along with the two facilitators, HR Business Partner/HR Manager, U.S. Media **Jillian Vallerand** and HR Consultant/PioenCompany **Saskia van Delft**.

The content focused on core leadership characteristics. For each, attendees gained some theoretical background, completed a self-assessment, developed an action plan for continued development and brought back resources for further exploration.

Attendees learned how to put each characteristic into practice through interactive exercises and listening to IDG and IDC leaders talk about their experiences. The two panel discussions received high marks, Yanuskiewicz said. Network World Editor-in-chief **John Dix** moderated the customer-focused panel, which featured IDC IT Services Manager **Wayne Hetherington**, IDG Enterprise VP of Sales and Marketing, Alliance Marketing Services **Michael Latchford** and IDG Strategic Marketing Services Head of Program Management **Sarah Stokes**. The leadership panel included U.S. Media SVP **Adam Dennison**, general manager of IDG Events and publisher of CIO; IDC SVP/Chief Analyst **Frank Gens** and IDG CIO/VP of Technology **Nancy Newkirk**.

Another session that was extremely well-received was Living with Vision. During this session, Vallerand emphasized that there are different ways to create a personal vision, or mission statement, and one simple way is to create a mantra. Participants were asked to reflect on what they learned over the course of the two days and create a mantra that reflects the type of leader they want to be, which they shared with the group. Sample mantras included: Be the light; Navigate the future, understand the past; Never settle; Just one step at a time; Never lose yourself.

IDG TechNetwork Marketing Specialist **Ameera McNeal** said her most valuable takeaways were from the panels. "Their insights about how they got started and how they defined leadership helped me to put my own career into perspective and motivated me to hone in on my skills and create an actionable development plan."

IDG WORLD UPDATE

Attendees represented the following business units: IDC: ***Tom Barrieau, Victoria Brown, Larry Carvalho, Lindsay Duggan, Brian Haven, Erin Johnston, Scooter Joyce, Marguerite Kerr, Andrew LeClair, Ramon Llamas, Denise Lund, Peter Rutten, Dave Schubmehl, Michael Townsend, Suya Xiong.*** *IDG Germany:* ***Martin Bayer, Christian Löbering.*** *IDG Digital Account Services:* ***Amanda Beaudry, Kristina Clark.*** *IDG U.K.:* ***Marie Brewis.*** *IDG Connect:* ***Michelle Catalano.*** *IDG Strategic Marketing Services:* ***Jen Dionne, Joel Weisberg.*** *U.S. Media:* ***Lise Fracalossi, Laura Galyan, Lisa Kerber, Rachel Lavallee, Ameera McNeal, Mollie Moran, Stacey Raap.*** *IDG News Service:* ***Stephen Lawson.*** *IDG Sweden:* ***Markus Ekberg, Sophia Nilsson.*** *IDG Corporate Services Group:* ***Sveta Surgay.***

"What I loved most was that it really made you think about who you are — and you can't be told that; it has to be self-learned," said Digital Account Services Senior Program Manager **Amanda Beaudry**. "Once you've discovered your own inner strengths and talents, only then can you embrace them, and in turn feel more empowered to act on them in your daily life."

For more information contact Carolyn Yanuskiewicz. ■

Leadership characteristics

Much of the content for IDG Professional was drawn from the book *Remarkable Leadership* by Kevin Eikenberry. The program was built around a set of commonly accepted core leadership characteristics (listed in random order):

1. Be excellent at what you do.
2. Think innovatively and strategically.
3. Build relationships and value teamwork.
4. Recognize others. Provide positive feedback and appreciation.
5. Focus on customers. Define your customers, whether they are internal or external customers.
6. Communicate powerfully.
7. Champion change.
8. Live with vision. This gives direction and purpose, and allows reflection about core values.

OneonOne

Ruthbea Clarke

IDC Government Insights

The global director of Smart Cities is this week's columnist. Reach her at rclarke@idc.com.

> "IDC has a fierce competitor in government in Gartner, and they are already embedded in many, many cities around the world. However, this program is a real differentiator, both in the detailed research content and the way we approach working with cities and the Smart City ecosystem."

Q What are Smart Cities?

A Smart Cities are about accelerating the digital transformation of an urban ecosystem to meet environmental, financial and social outcomes. This means not only using 3rd Platform and IoT technologies, but changing culture, community engagement, work processes and supplier relationships.

Q When did IDC's Smart Cities program begin and how has it grown?

A I had the privilege of starting the Smart City program at IDC in 2011. We had done some consulting on the topic, but it was a very early stage market, and IDC was first to offer a dedicated research and advisory program. Now I have a team with two other analysts in North America and a wide network of involved IDC analysts around world. We are still the market leader, and our competitors do not offer the same depth of research in public safety or transportation, nor have thought leadership models like our maturity model and benchmark surveys.

I believe we have grown by focusing on our strategic mission and plan. Our mission is "to be the most respected and recognized leader in Smart City research and advisory services worldwide." We achieve this with a three-prong strategy: 1) superlative research and ongoing thought leadership, 2) excellent customer service and close customer relationships and 3) a sharp focus on helping cities and government organizations and the vendors and stakeholders that serve them. Not only do we write at the use case level (i.e. smart parking, body-worn video) we focus on how cities can transform the roadmap, governance and processes that support change.

Q Who is your primary target audience?

A The IDC Smart Cities program serves both suppliers, national governments, states and municipalities. We have a broad client base and have advised most of the major smart cities vendors in their strategy. However, we write the vast majority of our research for the buyer and are working toward large-scale growth in our government client base.

Q How has IDC's involvement in smart cities opened up new markets for the company?

A IDC has a fierce competitor in government in Gartner, and they are already embedded in many, many cities around the world. However, this program is a real differentiator, both in the detailed research content and the way we approach working with cities and the Smart City ecosystem. IDC had a strong federal practice but less work in state and local, and that has changed with the Smart Cities program. In addition, we are working with suppliers that are beyond the traditional IT vendors and more specialty vendors as well as operational vendors. We also are more involved with new channels and partners, such as the Smart Cities Council, the World Smart City Congress and the Global City Team Challenge that was launched by NIST (the National Institute of Standards and Technology).

Q What are a few notable projects IDC's smart cities program has undertaken?

A IDC is most well-known in the U.S. for working with New York City on its Smart City IoT Guidelines, which were the first examples in the world of a comprehensive set of governance guidelines for city departments and suppliers to manage technology investment. We also wrote the first Smart State paper with the CIO of the state of Illinois. And, we worked on a project with Saudi Arabia to use our MaturityScape Benchmark to score 17 Saudi cities and help develop a national smart city agenda.

Q What are a few cool examples of smart cities?

A There are so many cool things cities are doing, and want to do, and so many innovative ideas out there! New York City is testing vehicle-to-vehicle communications between its government fleets to help them operate more efficiently. Transport for London has opened up thousands of data sets to the public and developers — and they let you see videos of free parking spaces near tube stations to encourage taking public transportation. Boston has an app that lets parents track their kids' school bus in real-time and get alerts if the bus is late and when their kids are dropped off.

Q How do you see the smart cities program expanding in the future?

A Right now, we have an analyst, **Alison Brooks**, who is covering public safety and emergency services, and **Mark Zannoni**, who is covering transportation and connected vehicles. We'd like to not only get them support to cover these topics and more on policy but also expand into environmental monitoring or other key city functions. We plan to start covering spending on technology at the city level for a set of cities around the world. And finally, we also will continue to expand in tying technology to urban planning and broader digital transformation initiatives at IDC. ■

Multi-city CIO event capitalizes on 'complementary strengths' of IDG licensee, IDC Singapore

For the last 12 years Singapore-based IDG licensee Executive Networks Media (ENM) has held its CIO Conference in select Asia/Pacific cities during the months of March, April and May. For the last three years it has worked with IDC Singapore on the day-long event.

"We bring complementary strengths to the table," said ENM Conference Director **Chris White**. "ENM, through its CIO Asia and Computerworld brands, is known as the provider of up-to-date IT news, and through our website, publications and newsletters we have built up a very strong database of delegate contacts. IDC has huge brand awareness around research and strategy thought leadership; it also has a larger outreach in terms of its sales team and analyst relationships that it is able to leverage for events. By joining our resources we were able to grow the event series in a way that would not have been possible to do individually."

The first event in the 2017 CIO Conference series was held in Kuala Lumpur, Malaysia, in March, followed by Singapore in April and concluding in Manila, Philippines, in late May. This year's conference series theme is Digital Disruption: Unleashing the Next Wave of Transformation.

According to IDC Singapore Associate Vice President **Naveen Barsainya**, the goal of the CIO Conference is "to create a platform for CIOs to interact, engage, share and learn from industry leaders, IDC analysts and their peers. The format is designed to encourage engagement and discussions, which are moderated by IDC analysts or CIOs themselves."

> "ENM ... is known as the provider of up-to-date IT news, and ... we have built up a very strong database of delegate contacts. IDC has huge brand awareness around research and strategy thought leadership; it also has a larger outreach in terms of its sales team and analyst relationships. By joining our resources we were able to grow the event series in a way that would not have been possible to do individually."
>
> *Chris White, ENM*

White said the agenda was built around the latest IDC research reports and the hottest topics in enterprise IT. "The agenda and topics were created through a combination of input from both the ENM and IDC event producers and their discussions with end users, as well as the ENM editorial team and IDC analysts and their discussions with end users," he said.

Executive Networks Media Conference Director ***Chris White*** *and IDC Singapore Group Vice President* ***Sandra Ng*** *address attendees at the Singapore edition of the CIO Conference.*

The day is a combination of presentations and moderated roundtables called Executive Networking Tables. "Essentially, we have a room full of tables — for Singapore we had 15 — and they are in five groups of three 'journeys,'" White said. "Each journey has its own theme — modernization, transformation, experience, workspace and ecosystem — and each of the three tables in each journey has its own topic." Every table is moderated by one technology expert (i.e., a vendor/sponsor) and one industry expert (an end user/CIO or an IDC analyst). "When the sponsors sign up," White said, "they 'own' one of those topics and will have three conversations with a group of six to eight delegates at their table. Each conversation lasts for 40 minutes, and at the end the moderators move to the next table in their journey for a conversation on the same topic, but with a different group of delegates." These networking tables are done in the morning with presentations between them; the afternoon's agenda consists of presentations and a panel discussion.

During this event IDC Singapore also shares the findings of its line-of-business surveys to help attendees understand current business priorities and help them with tech-

continued on page 6

Job Spotlight

On the job: Manager, Marketing and Services, IDG Online and SMS

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Hannah Richardson

Business unit IDG Australia

What a Manager, Marketing and Services, IDG Online and SMS does My role is split in two. I manage the two-person ad operations team, which is responsible for all online display-ad campaigns for IDG's Australian and New Zealand sites, programmatic campaigns and direct email marketing. My other role is with the Strategic Marketing Services (SMS) team focusing on creating our custom-content third-party ads and social and data analysis.

The services I provide and who my customers are My day-to-day tasks are all about ensuring that campaigns launch smoothly and on time and deliver the required outcome for our clients and agencies. My ad/ops team takes over once the sale is signed off; we chase material, check that ads are up to code, test, retest and launch. Once live, we send proof of placements, and then it's full speed ahead into monitoring and optimization mode. We work closely with the account managers on forecasting, yield management and thinking of out-of-the-box solutions for their clients. On the SMS side, SMS works with all the business units in the Asia/Pacific region, and I work directly with the external clients or with my Australian SMS colleagues.

Key skills required for my job Technology doesn't stand still, and it's my job to be agile, responsive and extremely patient. When it comes to ad/ops, I've seen countless Doubleclick for Publishers (DFP) iterations that I've been very happy to see the quirks slowly removed ever since Google procured DFP in 2008. Some days it feels like I'm constantly troubleshooting and debugging ads, so having a good understanding of HTML and general coding is essential. Working alongside the web development team also has its advantages when you need another set of eyes. I regularly tap into my design and marketing background when it comes to making our custom ad units by working directly with clients for whom I'm striving to create visually exciting ads that will outperform the industry benchmarks.

A typical day There is only one consistent part of my day, and that is coffee. Most days I'm jumping from one project to the next, depending on what is required — problem solving, optimizing a client's campaign, meeting with the SMS team, jumping on client calls, building custom ads in Celtra for a new campaign, creating a competition for PCWorld, recording a webinar, working with third-party providers in our ad stack or setting up a new social campaign. No day is the same, and it's one of the reasons I've stayed at IDG for so long. I'm never bored.

Manager, Marketing and Services, IDG Online and SMS ***Hannah Richardson*** *joined IDG Australia in 2000.*

Best part of my job The people. Being at IDG for over 17 years I've had the pleasure of collaborating with great staff, especially in the last three years as I've spent half my time working with the SMS team. I love working on new projects and having managers who continually ask you to deliver your A game.

Most challenging part of my job Balancing the demands of urgent, squeaky-wheel jobs and finding time to work on long-term projects is a constant battle. If anyone has the magic answers to this quandary please email me.

An on-the-job issue I'm dealing with As we adopt and roll out new solutions like DOMO, a cloud-based service business solution we'll be using to manage our SMS campaigns reports across SMS Asia/Pacific, I'm working with the overseas teams who have already mastered these skills. We recently signed onto Celtra to make our third-party custom ad units after six years of using Flite, making this my most pressing skill to master.

Why and how I got involved in this career After living in London for two years I returned to Sydney and was offered a three-month contract to complete the IDG IT Directory Guide. This became a full-time role at IDG, and

continued on page 6

continued from page 3

CIO

nology roadmaps to support their organizations. Barsainya said the conferences draws between 90 and 120 senior IT decision makers, depending on the city.

The Kuala Lumpur event had 21 speakers, including four from IDC U.S. and IDC Asia/Pacific. There were eight sponsors, with Silver Peak the platinum partner. According to White the three events' agendas are very similar, but each event has its own list of speakers and sponsors. "We scale the events up or down depending on the strength of the market. Singapore is the biggest, the Philippines is the smallest and Malaysia sits in the middle," he said. Near each event's conference room there is an exhibition room where sponsors have booths and where meals and breaks take place.

IDC Singapore and ENM's main focus for this year's conference series was improving the quality of delegates. "We definitely succeeded in doing that," White said. "Taking the Singapore event as an example, our Tier 1 attendees (CIOs, IT directors, IT VPs, etc.) made up 92.3% of the audience in 2017; in 2016 it was 81.9%. We did this by being more strict about the people who we registered. This meant rejecting registrations that did not meet our criteria and fully focusing on our top targets through telemarketing and an electronic direct-mail campaign."

According to Barsainya, the CIO Conference and the CIO Summit, which the two groups also produce, "are probably the largest and most recognized CIO-related events in this region." The CIO Summit is held in key cities of the Asia/Pacific region July through September and attracts 80 to 150 senior IT decision makers to hear discussions on key technology trends and issues CIOs are facing and IDC's guidance and advice on those issues.

CIO
CONFERENCE
2017
6 APR
SINGAPORE

*IDC U.S. Senior Vice President **Meredith Whalen** was one of the conference's guest speakers.*

IDC Singapore and ENM share responsibility for sales, delegate acquisition and operations. Barsainya said that the joint expertise, brand names and databases of the two organization has "created an event that promises an excellent gathering of leading senior IT decision makers. Our collaboration, coordination and clarity are the key to success for such a partnership, and so far we have been able to successfully manage and resolve any differences that may surface. Both parties believe and trust that working together will help us stand with a stronger market proposition."

For more information go here or contact Naveen Barsainya or Chris White. ■

---

continued from page 3

On the job

within a year I had moved to the Online team. Online was in its infancy, and after outsourcing ad trafficking it was decided to bring it back in house. It was a great opportunity to jump in feet first and learn how to set up all our online sites from scratch with Doubleclick.

A recent work accomplishment IDG Australia Managing Director **Davy Adams** has kicked off the IDG Speakers Club for 2017, and improving my ability to speak in any situation is a skill I'm looking to master. We have a meeting coming up, and I'm running the Table Topics section in which everyone attending is given an image and topic to talk about for one minute. You get seconds to create your response as you make your way up to the front of the room to present your speech. (Last month I had to convince the audience that unicorns were real.) The dev/ops team is trying to bribe the list from me, but I'm staying resolute.

What my colleague would be surprised to learn about me I was elected president! I was the vice president for my kids' Parents and Citizens group, and I stepped out of my comfort zone. I'm passionate about being involved in my kids' education. ■

Coming up

CSO Conference + Awards
May 1
Scottsdale Resort at
McCormack Ranch
Scottsdale, Ariz.
An IDG Enterprise Event

CIO Perspectives Silicon Valley
May 9
San Mateo Marriott
San Mateo, Calif.
An IDG Enterprise Event

IDC CIO Summit South Africa
May 11-12
Emperors Palace
Johannesburg, South Africa

IT Roadmap
May 16
Marriott Marquis Houston
Houston
An IDG Enterprise Event

IDC's Big Data & Analytics Conference Nederland 2017
May 18
Hotel Arena Amsterdam
Amsterdam, The Netherlands

IDC Security Roadshow
May 18
The Ritz-Carlton
Almaty, Kazakhstan

IDC Digital Business Forum
June 1
Crowne Plaza Belgrade
Belgrade, Serbia

CIO Perspectives
June 1
Hyatt Regency Reston
Reston, Virginia
An IDG Enterprise Event

IDC Day
June 6
Boulevard Hotel Baku
Baku, Azerbaijan

IDC's Enterprise Mobility Conference
June 29
Singapore

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Brian Clarke *IDC*

26
Mandie Johnson *IDG U.K.*

25
Trace Weatherford *IDC*
York von Heimburg *IDG Germany*

24
Karine Paoli *IDC U.K.*
Zdena Vratislavova *IDG Czech Republic*

18
Jim Nagle *IDC*
Nikolina Jurisic *IDC Croatia*

16
Cheryl Patfield *IT World Canada*

14
Linda Grier-Thomas *IDC U.K.*
Ladislav Piprek *IDG Czech Republic*

13
Mitsuyoshi Nishimura *IDC Japan*

12
Alexei Gvozdenko *IDC Ukraine*

11
Svetlana Barbarawi *IDC CEMA*
Chani Stern *IDC Israel*

10
Hitoshi Ichimura *IDC Japan*
David Hammett *IDC Middle East, Africa & Turkey*
Renuka Muthumanickam *IDC Middle East, Africa & Turkey*
Lars Dobos *IDG Sweden*
Marie Jerbrant *IDG Sweden*

9
Jay Chou *IDC*
Regina Hermann *IDG Germany*
Dean Geary *IDG Global Solutions*

8
Mark Walker *IDC South Africa*

7
Halyna Kubiv *IDG Germany*
Nathalie Feeney *IDC France*
Ben Tumminaro *IDG Netherlands*

6
Leonardus Sumarta *IDC*
Dennis Steimels *IDG Germany*
Christian Glas *IDC Germany*
Katarina Nitranova *IDC CEMA*

5
Eiji Ishida *IDC Japan*
Henk-Jan Buist *IDG Netherlands*
Pavla Cincerova *IDC CEMA*

4
Kierra DiFloriano *IDG Australia*
Charles Zhang *IDC Canada*
William Keyworth *IDC*
Martha Rounds *IDC*
Alma Delia Gonzalez *IDC Mexico*
Piotr Pietruszynski *IDG Poland*
Paula Berenárd *IDG Sweden*
Vratislav Cervenka *IDC CEMA*

3
Caroline Johal *IDC U.K.*

2
Edward Teveris *IDC*
Kelly Wennik *IDC*
Abdulkarem Faisal *IDC Saudi Arabia*
Dusan Hanzel *IDC CEMA*
Olivier Schaller *IDC Middle East, Africa & Turkey*

1
Amy Ching *IDC*
Francis Carbrey *IDC*
Jose Puente *IDC Mexico*
Laura Hopp *IDC Germany*
Jonas Knudsen *IDC Denmark*
Kenza Berrada *IDC North Africa*
Ivana Djokic *IDC Serbia*
Nikolas Jisa *IDC CEMA*
Dimitrina Yoncheva *IDC Bulgaria*
Marek Zamlynski *IDC Poland*

An enterprising group

As an extension of the monthly telephone updates he has with his German and Swedish Enterprise colleagues IDG U.K. Publishing Director **Luc Borg** recently hosted a two-day face-to-face meeting to discuss the Enterprise businesses in the three countries.

Joining Borg were IDG Germany SVP, Sales and Marketing **Sebastian Woerle** and IDG Sweden's Publishing Director **Joakim Allwin** and Chief Content Officer **Per Danielson**. Each presented his business plan, talked about product performance (traffic, audience, viewability, SEO, etc.) and commercial performance (sales, programmatic, third-party partners, etc.) and future strategies.

"In addition," Borg said, "I also invited a selection of valued IDG U.K. Enterprise partners to present their products to us, including Integral Ad Science (viewability), Jobbio (online careers), ShareThrough (native advertising) and Rezonence (an ad-tech startup)."

Contact Luc Borg. ■

(L-R): IDG Germany SVP, Sales and Marketing ***Sebastian Woerle****, IDG Sweden Publishing Director* ***Joakim Allwin*** *and Chief Content Officer* ***Per Danielson*** *and IDG U.K. Publishing Director* ***Luc Borg****.*

Hoppy Easter from Oz!

What's up at your office?

We're always on the lookout for information and photos depicting the fun and creative ways colleagues around the world find to celebrate holidays, achievements and each other. Please let us know what's happening at your office. Contact the editors at world_update@idg.com.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Naveen Barsainya *IDC Singapore*
Luc Borg *IDG U.K.*
Ruthbea Clarke *IDC*
Ann Hall *IDG Australia*
Hannah Richardson *IDG Australia*
Chris White *Executive Networks Media*
Carolyn Yanuskiewicz *IDG Training & Development*

Colleagues at IDG Australia need no egging on when it comes to finding ways to have fun in the office. As has been the tradition for a number of years, (clockwise from top left) IDG Australia Director of First Impressions **Ann Hall and** Managing Director **Davy Adams** handed out chocolate bunnies to the staff, who then participated in a hunt for chocolate eggs, which had been hidden throughout the office early that morning by **Kierra DiFlorianno**, relationship manager, CIO Executive Council. Later that morning, everyone enjoyed hot cross buns with their morning tea.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

24 APRIL 2017 | VOLUME 47, NUMBER 18 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-6* | ANNIVERSARIES - *page 7* | COMMUNITY- *page 8*

CW Denmark staff tries new approach to track event attendees

IDG's media partner in Copenhagen recently hosted the Computerworld Summit where they used a tracking device to provide sponsors with information about which sessions specific attendees selected.

SEE MORE ON PAGE 6

Also inside

IDG, IDC colleagues spend day at Simmons Leadership Conference

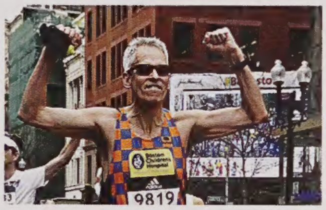
One on One: Simon Hülsbömer describes IDG Germany's Executive Education program

IDG Poland sees big gains with revised event plan

IDG
Tech & Marketing News
from IDG

Check out recent stories aggregated by IDG Corporate Marketing's "Tech & Marketing News."

SEE MORE ON PAGE 7

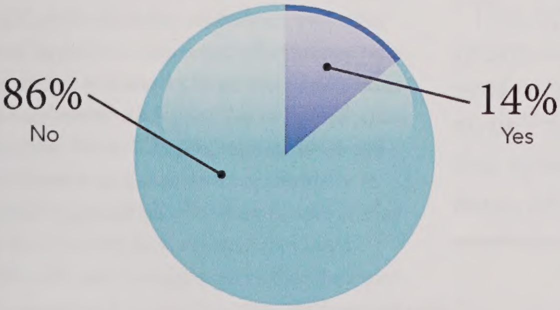


Three IDC runners lace up their trainers and power through the Boston Marathon.

SEE MORE ON PAGE 8

Question of the week results

Have you ever been bumped from an airplane flight?



Log on to www.idgcentral.com to vote on this week's question:

How often do you use a voice assistant like Siri, Alexa or Cortana?

CLICK HERE

New Sales U webinar on April 27

IDG.tv Account Director James Solomito will be the featured speaker at IDG Sales University's next Product Spotlight webinar.

Solomito will provide an overview of IDG.tv, which houses all U.S. video and lives across IDG's owned and operated brands. He'll address the digital video marketplace, IDG video distribution and data, IDG's video audience and video opportunities that are available to be sold (event, series and channel sponsorships) as well as custom content and event coverage that IDG.tv can do for partners. Sign up for the webinar, which will be held April 27, 11 a.m. to 11:30 a.m. EST, by contacting Jordan Nuerminger.

Solomito

SALES UNIVERSITY

Check out IDG Sales University on IDG Central for market updates and to learn more about IDG products, editorial brands and demand generation and content marketing competitors.

IDG, IDC colleagues spend inspiring day at Simmons Leadership Conference

CATHY KELLY

IDC purchased several tables at the conference for some 50 area employees.Above (back row): ***Karen Weston, Amy Catalogna, Cathy Kelly, Amy Kelley*** *and* ***Romelle Herring****. Front row:* ***Lynne Dunbrack, Doreen Francy, Karen Timons, Lisa Kue*** *and* ***Kao Yang****.*

NANCY GERSHLAK

Janis Dempsey*, IDC sales director; Sister Rosemary Niyrumbe, who spoke at the conference; and* ***Nancy Gershlak****, IDC senior account executive, in the lobby of the Seaport Hotel, where the Simmons conference took place. Dempsey's husband had been waiting for her with their daughter's dog, Ily Rose, when Sister Rosemary spied the pair and came over to meet Ily Rose.*

Ninety women from IDG and IDC had an opportunity to participate in this month's Simmons Leadership Conference where they heard from a lineup of inspiring female leaders from diverse walks of life including business, academia, journalism, the arts, science and more, all of whom shared their stories of perseverance in achieving sometimes seemingly impossible goals. The one-day conference, now in its 38th year, took as its theme, Leading with Purpose, and focused on the various ways that women are redefining the meaning of power and success.

The IDG/IDC group participated under the auspices of IDG's Training Department, which along with IDC, purchases tables and solicits attendee nominations from business unit leaders. "We like to think of the Simmons conference as an extension of our internal corporate training programs," said **Carolyn Yanuskiewicz**, IDG training and HR project specialist. "Given Simmon's good reputation and the positive feedback we receive from IDG staff about the conference year after year, we've made a concerted effort to purchase several tables and send a large mix of employees to the conference each year. We're thrilled to be able to offer this to IDG employees, as we see this conference as a wonderful opportunity to hear inspiring speakers offer their candid stories about their journey to success and to learn valuable skills and principles to further their own development and pursue their own professional path."

> "The conference was great — very inspiring and motivating. I was struck by the caliber of the speakers."
>
> *Barbara Call, IDG SMS*

Among the speakers were Academy Award-winning actress and humanitarian Marlee Maitlin; Sister Rosemary Niyrumbe, a Ugandan nun who runs a shelter for girls and women abducted by warload Joseph Kony, leader of the Lord's Resistance Army; and Diana Nyad, a world-class endurance swimmer who, in 2013 after several failed attempts, successfully completed the 111-mile Cuba-to-Florida swim — at age 64. The featured speaker was fashion designer Diane von Furstenberg.

"The conference was great — very inspiring and motivating," said **Barbara Call**, digital content director, IDG Strategic Marketing Services (SMS), adding, "I was struck by the caliber of the speakers — in particular, Marlee Matlin, Diana Nyad, Diane von Furstenberg and Jade Simmons, a classical pianist-turned-performance artist and women's advocate. Plus, I bonded with some of my fellow SMS colleagues and met some other women from IDG I hadn't known before."

"IDC was pleased to offer more than 50 of our female colleagues an opportunity to attend the Simmons conference in Boston as well as another dozen the chance to participate in February's Watermark Conference for Women in Silicon Valley. Both of these well-known professional development and networking events are important components of IDC's commitment to being an equal opportunity employer," said **Debbie Bernardi**, IDC VP/Human Resources & Education. "All those who attend both of these conferences come back to work talking about the day and the speakers being an inspirational boost."

The 2017 Watermark Conference for Women was held on Feb. 1 at the San Jose Convention Center and featured 6,500 attendees, keynote appearances by Madeleine Albright, Condoleezza Rice, Viola Davis, Sheryl Sandberg, Shawn Achor and Annie Clark — plus more than 100 nationally acclaimed speakers and thought leaders.

For more information, contact Debbie Bernardi or Carolyn Yanuskiewicz. ■

OneonOne

Simon Hülsbömer

IDG Germany

The program manager for IDG Executive Education is this week's columnist. Reach him at shuelsboemer@computerwoche.de.

Simon Hülsbömer has spent almost 10 years at IDG Germany, working as a senior editor at both Computerwoche and CIO. In November 2016, he was named program manager for IDG Executive Education. The group's new website (currently in German only but there are plans for an English language translation soon) is available at www.idg-executive-education.de.

> "The whole [blockchain] seminar will be held in English — so if you're interested in attending, join us!"

Q Can you explain what IDG Germany's new IDG Executive Education program is?

A IDG's Executive Education Programs offer a practical learning approach to current technologies with a strong business impact. We communicate management to technology executives and technology to line-of-business managers. Together with our target audience we build up the digital skills of the future.

Q Why did IDG Germany decide to launch this new business?

A For several years now we have been successfully offering general and intercultural management seminars for CIOs, partnering with WHU - Otto Beisheim School of Management and DXC Technology, formerly known as Hewlett Packard Enterprise. Recapping the good experience gained from those five-day seminars called "Leadership Excellence Program" together with some of our regular CIO attendees and our educational partners at WHU and our sponsors at DXC, last summer we decided to extend the education offerings with shorter, more technically focused and even more interactive seminars on topics such as data analytics, cloud computing, artificial intelligence, Internet of Things, cybersecurity and blockchain.

The benefits for IDG are various: We support our readers and users on their path of professional progress, offer very intensive networking options in small learning groups that a conventional event never could, unlock new target groups, widen our customer base with new sponsoring possibilities, develop new partner networks in the education sector and — of capital importance — further diversify our business model.

All of our seminars are the result of three parties working in partnership: IDG, one popular business school or university and at least one sponsoring partner from the industry. The IDG team does all the marketing and acquisition work and also helps in a limited way to develop the seminars in regards of content — since we know our target audience best. IDG pays a fee to the educational partners for their effort in developing content, organization, location, logistics, etc. Our attendees and sponsors pay fees to IDG, so we have two external sources of income and only one external source of costs.

Q Can you talk a bit about the various course offerings?

A We want to create "networks" not "classes." It is important to bring people with same/similar positions and professional interests together and keep in close contact even after the seminar. For 2017, we have identified three topics we want to start with. The first one will be the hot technology trend blockchain that everybody wants to learn about — its technical background, possible business scenarios and best practices. For this program, we are partnering with the European School of Management and Technology (ESMT) in Berlin. We will have teachers from the industry, from big companies and from start-ups, covering current blockchain use cases, talking about legal implications and exploring new ideas for blockchain usage within the businesses represented by our attendees. The whole seminar will be held in English — so if you're interested in attending, join us!

Other topics our 2017 seminars will cover are cybersecurity — from security policy to the hacking trends of tomorrow — and design thinking, showing and developing customer-centric agile product and process innovation. Cybersecurity we will do together with Fraunhofer Institute for Applied and Integrated Security in Munich, design thinking, again with ESMT, though it will be held in Munich. All three seminars will last two full days.

Q Who is your target audience?

A Of course we are focused on the IT departments, CIOs and senior IT managers. But we also want to expand the target audience to include executives from other departments like marketing, sales, human resources, research and development and others, since they need to build up skills in technology and digitalization, too.

Q How many programs/courses do you hope to offer per year?

A In the current fiscal year we will offer two two-day programs: blockchain in June and cybersecurity in September. Beginning in October, we will try to offer two to three courses per quarter, starting with our general management for CIOs in October, followed by design thinking in November.

For 2018, I have already started to develop two new seminars around data analytics and leadership in the digital age, which we hope to launch

continued on page 5

When it comes to events, IDG Poland finds less is more

IDG Poland's decision to pare down its 2017 event roster from 15 last year to 12 this fiscal year has resulted in big gains to its bottom line, with its three biggest conferences experiencing revenue increases of between 30% to almost 100% year over year. "We decided to cancel several conferences that took place in the first half of FY2017, when three of our most promising events are scheduled, to allow our team more time to build better programs and ramp up the marketing effort to potential attendees and sponsors," explained **Sebastian Watras**, IDG Poland events director.

The three events run so far this year include:

- **IT Team Management** — for HR and IT managers, held in Regent Warsaw Hotel, Jan. 30-31.
- **SeMAFor** – IT Security Management and Audit Forum — for IT audit and security managers and specialists, held at the National Stadium in Warsaw, March 30-31.
- **State 2.0** — IT in public administration — for IT managers from public sector, held in Polin Conference Centre, Warsaw, March 2-3.

By cancelling three events that competed for the time and attention of the company's relatively small events team of five, Watras noted that they were able to see substantial gains in a number of areas for their three largest conferences. Among those enhancements:

Developing a closer working relationship with a target group of opinion leaders and associations. The events team met every two weeks with ISSA and ISACA, two important security associations, to discuss topics and speakers for the SeMAFor agenda, plan promotional activities and evaluate potential sponsorship opportunities. This year SeMAFor featured 40 sessions (up from 25 in 2016).

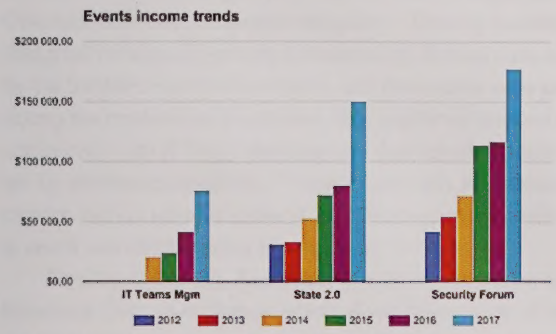
*IDG Poland's events team (l-r): **Sebastian Watras**, director; **Magdalena Szczodronska**, project director; **Patrycja Gielecinska**, promotion specialist; **Aleksandra Zygarska**, project director; and **Klaudia Kaluska**, logistics project manager.*

The group doubled the number of workshops offered during the second day of IT Team Management to accommodate the demand. And they added a second day to State 2.0 that featured three debates between industry technology providers and leaders on issues related to energy, health care and national defense.

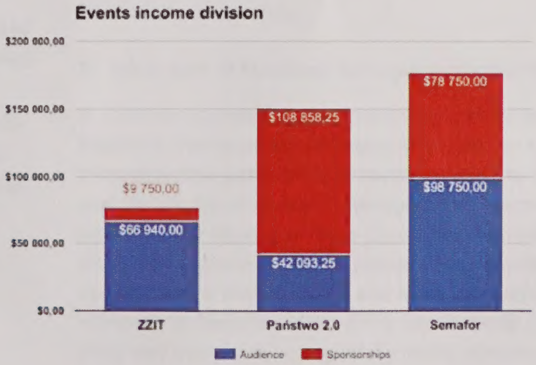
"Working more closely with target group associations also helped us to identify more potential sponsors — and to leverage these associations' relationships to invite those prospects to become event partners," Watras said.

Perfecting the event program. Watras said his team always engages speakers from the business side rather than consultants from advisory agencies. "We also provide dif-

continued on page 5



As these charts show, income for IDG Poland's three largest events, which derives from both attendees and sponsors, has increased between 30% and 100% since last year.



continued from page 4

Poland events

ferent formats — for example, workshops during the second day of IT Team Management — that better address audience needs."

Finding more media partners. "Engaging with more media partners helped us to extend our reach among our target groups," Watras said. "This is a very efficient way to reach very niche target groups, but it is very time consuming to find the right partners and to process formal agreements with them."

> Watras said his team invited a number of speakers to the company's studio and filmed them being interviewed on the topics they would speak on at the conference. "These videos helped us market the conferences to people who are not in our database and therefore not reachable via email and telemarketing."

Increasing the amount of content marketing. "We requested that speakers from all three conferences contribute articles related to their conference topics and published them as normal content on our websites," Watras noted. At the end of each article Watras said they included a short note that more information could be obtained during the conference and linked to the event websites. Watras said they promoted these articles on their various social media outlets as did many of the speakers who wrote them. In addition, Watras said his team invited a number of speakers to the company's studio and filmed them being interviewed on the topics they would speak on at the conference. "These articles and videos helped us market the conferences to people who are not in our database and therefore not reachable via email and telemarketing."

Creating more events around the event. The team developed a couple of additional events that were connected with the conferences to create more publicity and reach a larger audience. One such event was an awards program — Security Excellence — designed to honor IT security achievements. Entries were evaluated by the SeMAFor conference board, and the awards were presented during the conference. In addition, they published a report in conjunction with IT Team Management that contained articles written by conference speakers. "We promoted this as a stand-alone project, but we advertised the IT Team Management conference in it, and it was distributed to all attendees," Watras said.

Facebook Custom Audience. The team also began using Facebook Custom Audience, which allows the creation of very precise target groups for marketing activities.

For more information, contact Sebastian Watras. ■

continued from page 3

One on One

in Q1 of 2018. Artificial Intelligence and machine learning are also very interesting topics for a seminar, but of course first you need to find the best education partners and sponsors for that.

At the end of April 2018 we will run our seminar Intercultural Management for CIOs once again in China, where our partners at WHU and sponsor DXC both have good contacts we can benefit from when visiting companies there and visiting courses in local business schools. Topics like blockchain and cybersecurity have the potential to be standardized, too, and repeated every three to four months in the future. We will see.

Q How many courses/programs have you run so far?

A Currently we run our established Leadership Excellence Program consisting of General Management for CIOs and Intercultural Management for CIOs. Our new programs will be in June 2017. We are using the time until then to identify appropriate topics, find partners, develop good seminar offerings and lay the base for a working new business. Our first new seminar will be Blockchain for Executives on June 29 and 30 in Berlin. It is becoming apparent to us that cybersecurity and especially design thinking will be extremely popular with our audiences. Please ask me again in six months!

Q What have you learned so far about running such a program that you can share with colleagues?

A Listen to your audience before you start to think about education. What do they want? Which skills and know-how do they need for their work? But on the other hand, you need to risk something, too. The seminars we develop cover topics in the technology sector that could be of waning interest only a few months in the future. You need to be able to anticipate the trends that are coming.

> "Listen to your audience before you start to think about education. What do they want? Which skills and know-how do they need for their work?"

Q What sort of feedback have you received from customers?

A From our general management seminars we received very good feedback. We meet up with many attendees on several occasions throughout the year, and they recommend us to their colleagues and friends. Some senior IT managers have become CIOs since attending our courses or have developed themselves further to attain better positions. To be prepared to educate yourself is a very important character trait and helps you and all the people you work with to become better every day. Nobody can know everything and everybody — especially in this complex digital age. ■

Computerworld Denmark conference uses new approach to track attendees

Computerworld Denmark hosted its fourth annual Computerworld Summit on April 4 in Copenhagen, the largest in the series to date, which drew 485 primarily manager-level IT professionals. For the first time, organizers were able to provide sponsors with information about which sessions specific attendees selected.

"Our partners have been asking for this kind of information for the last couple of years," said Computerworld Denmark Editor-in-chief **Lars Jacobsen**. "The request gave our event manager, **Maibritt Møller**, who's an avid runner and former triathlete, the idea to team up with a local company that tracks runners at competitions."

Via a tracking chip that operated passively in each name badge, the team could monitor which room an attendee had been in and when they left for the day — the inputs ended when the person left the building — and by matching that information with the time stamp they could tell what session individuals had attended. With a little help from the company's development team, led by Head of Development **Dan Nim Andersen**, the resulting data could be easily parsed and shared next day with the conference's partners. Attendees were not told about the tracking device, Jacobsen said.

Everyone at Computerworld Denmark pitched in to help during the conference, including Computerworld A/S CEO ***Brian Holmgaard****.*

Computerworld Denmark is the primary brand within Computerworld A/S, IDG's Danish media licensee, which is owned by JobIndex Media A/S. The other brands are Eksperten (a community site) and IDG Kurser (an IT education business).

The CW Summit 2017 tagline — and the topics for the three session tracks — was Digital Business, Secure Business and IT Business. Content covered by some 20 speakers included machine learning and artificial intelligence presented by representatives from Google and Amazon Web Services, as well as sessions on ransomware, digitalization and innovation in the IT department.

COMPUTERWORLD SUMMIT 2017
veeam
MIRACLE
interoute
NUTANIX
RES
bmc
ORACLE
DELL
T-Systems
Bitdefender
VERITAS
IDG Kurser

Computerworld Denmark Editor-in-chief ***Lars Jacobsen*** *welcomes attendees.*

Twenty-six sponsors signed on for the 2017 summit, a few more than in previous years. "In general the summit is a great commercial success and quite popular, with approval ratings that hit the high 80s," Jacobsen said. The team is working on replicating the free format on a smaller scale in Århus, Denmark's second-largest city, later this year.

Several sponsors had booths and speaking slots, while a smaller number were only represented in the exhibit area. The exhibition included an area for Coding Pirates, a volunteer organization that teaches children how to code and counts Computerworld A/S, Microsoft, TCS and Dell among its supporters. The exhibit section also included a demo area for attendees to try 3D printers as well as Microsoft's Hololens and other VR headsets.

> Via a tracking chip in each name badge, the team could monitor which room an attendee had been in and when they left for the day.

Computerworld A/S produces about 60 events a year. Seven to 10 of them are all-day events like the CW Summit, but only one of them has as many attendees This past year the company has focused on the new European privacy legislation and has arranged several conferences with 150 to 200 attendees, with a typical fee of $150 to $170, and several of those are also supported by sponsors. The remainder of the conference agenda is primarily technical-oriented events that run until lunch. The company also organizes a number of exclusive C-level half-day roundtables that the event team manages but that are hosted by one of the senior editors.

For more information contact Lars Jacobsen. ■

noteworthypeople

Promotions

Jantzen

IDC Nordic Conference and Marketing Specialist, Event & Go-to-Market Services **Jakob Jantzen** has been promoted to conference manager. "Jakob excels in all aspects of conference production and has a unique flair for details coming together to one experience — logistics, marketing and stakeholder management and is now ready to take a step up to do event design, content and speaker management," said **Charlotte Thygesen Poulsen**, IDC Nordic VP/ Integrated Marketing Programs and Events. jjantzen@idc.com

New employees

Daniels

LUIS IBARRA

Kelsey Daniels joins **IDG TechNetwork**'s San Francisco office as an account manager, coming from CBS Interactive where she held a similar title. She earned a B.A. in psychology from Michigan State University and enjoys exploring new restaurants when not training for an upcoming half marathon. kelsey_daniels @idgtechnet.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG

Tech & Marketing News

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Blockchain: 'Overhyped' Buzzword or Real-Deal Enterprise Solution? (Computerworld)

The Washington Post Cuts Off Ad Tech Vendors Slowing Its Site (Digiday)

Close to 4 Out of 5 U.S. Digital Display Dollars Estimated to Transact Programmatically in 2017 (The Drum)

Publishers Are Seeing Another Big Decline in Reach on Facebook (Digiday)

The 1% Engagement Problem: Why Most B2B Advertising Fails (The Drum)

12 Digital Marketing and Customer Experience Tips for Success (CIO)

How CMOs Select the Marketing Tools They Use (Forbes)

'Atlantic' Erects Wall Against Ad Blockers (MediaPost)

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Alexandra Heymowska *IDG Sweden*

19

Henrik Almén *IDG Sweden*

18

Curtis Price *IDC*
Peter Short *IDC*

15

Mitsuyuki Tachihara *IDC Japan*

13

Raymond Huo *IDC China*
Jacky Wan *IDC China*
Luciano Crippa *IDC Latin America*
Melissa Bambauer *IDC*

12

Jakub Stolarski *IDC*

11

Joacim Carlsson *IDG Sweden*

9

John Delaney *IDC U.K.*
Rohan Pearce *IDG Australia*

6

Aubrey Lim *IDC Malaysia*

5

Lan Xin Tang *IDC Singapore*

4

Cenk Soyluoglu *IDC Turkey*
Jill Toole *IDC*
Rebecca Diercks *IDC*
Alexander West *IDG Australia*

3

Josh Williams *IDG Connect/Digital Account Services*
Chris Player *IDG Australia*

2

Onur Hamitoglu *IDC Turkey*
Patrik Nemecek *IDC CEMA*
Josef Swaczyna *IDC CEMA*
Meri Bailey *IDG Connect*
Pooja Sachdeva *IDG Strategic Marketing Services*
Song Lee *U.S. Media*

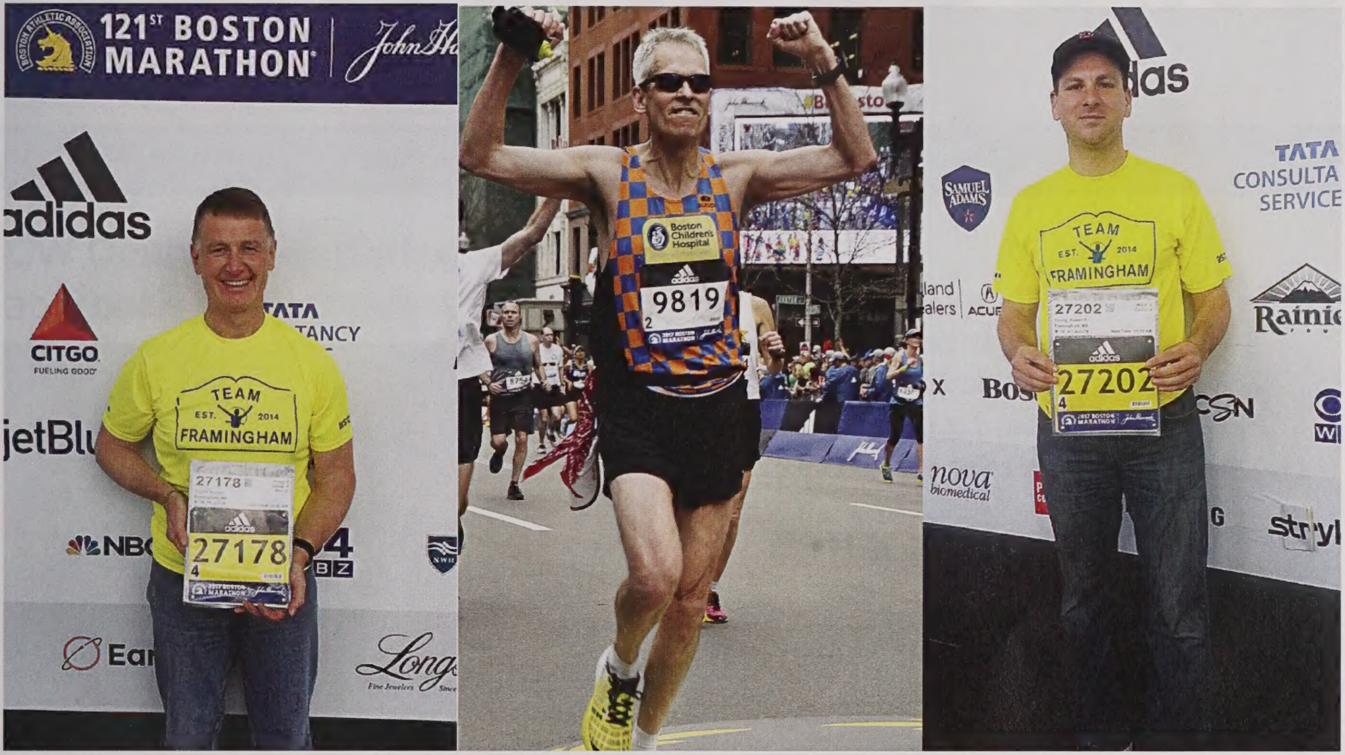
1

Ronnachai Leelachat *IDC Thailand*
Mariangella Castagnino *IDC Chile*
Bogdan Frosin *IDC Romania*
Kirsten Moran *IDC*
Gin Adamoli *IDG Strategic Marketing Services*
Rachel Seow *IDG Australia*
Nik Gorbachev *IDG Australia*

Josh London talks IDG with Marketing Over Coffee Podcast

IDG Chief Marketing Officer **Josh London** (left) recently spoke with John Wall, host of the Marketing Over Coffee Podcast, to discuss IDG's rebranding, the evolution of the customer journey, recent global launches including Pipeline Activator from IDG and the global IDG Security Day on June 21. Click here to access the podcast.

Heat can't beat IDC's marathon men



*With 25 marathons to their collective credit, IDC's **Vernon Turner, Frank Gens** and **Robert Young** completed this month's Boston Marathon while raising money for worthy causes.*

With unseasonably warm temperatures hovering in the mid-70s and two of the three just home from business travel to China, last week's Boston Marathon presented obstacles for a trio of intrepid IDC runners over and above the normal hilly, curvy 26.2-mile route of the world's oldest annual marathon.

For IDC SVP/Chief Analyst **Frank Gens**, who took up the sport five years ago, this was his fifth Boston and 14th marathon overall, making him the group's most experienced runner. Noting that long-distance running is a "very social thing for me," Gens said he trains with a group of four or five friends "who show up at Peet's (coffee) in Lexington center five or six days a week, run and then drink coffee." Gens said he tries to run three marathons a year, with an 18-week training cycle for each, "so I'm training pretty much all year." And while he called heat his "kryptonite — my quads started cramping at Mile 22," Gens still managed to put up a very respectable time of 3:43. "No other marathon comes close to Boston," Gens said. "The crowd support is the best by far, and the course is loaded with unrivalled marathon history."

Vernon Turner, SVP Enterprise Systems, began running in 2014, and last week was his second Boston Marathon and his seventh overall. "The long-distance runs really allow me to check out from all of the daily thoughts and drift into a calm state of mind — it really is close to meditation on the move." As well, said Turner, who underwent two heart surgeries in 2011, "marathon running is my way of not letting a physical illness define who I am." Turner said he came into the race feeling ready despite returning from a business trip to China on Saturday. "I truly didn't let the heat or jetlag be excuses to have the best fun run I've ever had — with this one, I took time to take it all in, and worried less about my race time (which ended up being close to where I had thought I'd be)." Turner also ran as part of Team Framingham, which raised money for the Framingham High School Foundation, and said he "was happy to know that there was an equally huge upside to raising over $7,000 for the foundation and the great work that it does for our local high school programs."

In the year and a half since he took up marathon running, Research Director **Robert Young** has logged two Boston Marathons and four overall. "Running relaxes me," Young said. "After a good run, I feel more focused and present. Some of my best personal and professional decisions have been made either during or shortly after a nice, long run." With plans to run at least two full marathons a year, Young said, he, too, is in training "more or less all year long." And while Young had also just returned from travel to China days before the race, "I kept thinking about all the great men and women that have ran those same roads over the past 120 years — it kept me inspired and motivated to keep running through the pain. And the crowd support is unmatched." Noting that "it was the second hottest Marathon Monday in the past 10 years," Young said, "thank goodness for the spectators who brought water hoses out to the street to help cool us off. It was greatly appreciated."

Contact Frank Gens, Vernon Turner and Robert Young. ■

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

17 APRIL 2017 | VOLUME 47, NUMBER 17 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG Germany rolls out offerings to educate customers on blockchain

Recognizing that blockchain is one of the hottest issues facing IT professionals and companies in every vertical market, IDG Germany plans to address the topic through content, executive education and events.

SEE MORE ON PAGE 4

Also inside

Sales University: Ongoing prospecting is key to maintaining a healthy sales pipeline

One on One: IDC Health Insights' Lynne Dunbrack

IDG Spain's CIO Executive Council organizes second member event

IDC Nordic, IDC Energy Insights EMEA develop a successful pan-European conference series.

SEE MORE ON PAGE 6

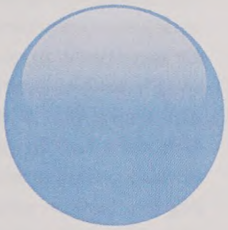
IDC
Analyze the Future

Unsung Hero: IDC New Zealand Senior Events Manager Yvonne Gill is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you have a subscription to a multi-magazine app?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever been bumped from an airline flight?

CLICK HERE

Simmons Leadership Conference

Ninety women from IDG and IDC attended last week's annual Simmons Leadership Conference in Boston. Pictured above: Back row (l-r): Jen Vaillancourt, Erin Johnston, Jackie Lewis and Suzanne Denton. Front row (l-r): Petra Kacer, Nancy Gershlak, Susan Skowronski, Pam Torchinsky and Tricia Henderson.

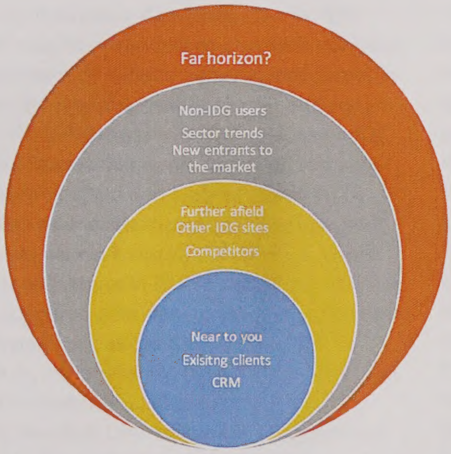
IDG Sales University

Ongoing prospecting is key to maintaining a healthy sales pipeline

Melanie Roberts is the owner of Behind the Lines Consulting, a training and business consultancy focused on all areas of management, sales and marketing. Based in Reigate, Surrey, U.K., Roberts has a long history with IDG, having worked frequently with IDG Global Solutions, IDG Connect (both U.S. and international), and, most recently, IDG Training and Development, for which she led sessions on Consultative Selling and Pitch/Presentation Training at the two most recent Sales Excellence Programs in the U.S. and Barcelona, Spain. In this contributed piece, Roberts shares some thoughts about the importance of pre-call research. Roberts is happy to collaborate with IDG and IDC business units interested in bringing sales and marketing training to their employees. Reach her at melanie@behindthelines.co.uk.

Finding new revenue and manging your pipeline is critical to your success at IDG. Whether you are managing a few major accounts or are dedicated to finding new business clients, everyone needs to be creating new revenue. New revenue is the lifeblood of your pipeline, and relying on established clients leaves you open to sudden loss or your pipeline drying up.

A healthy sales pipeline should have a number of new potential clients that might deliver relatively small revenues in the short term. If you only deal with larger accounts, these new prospects might be from new contacts within your existing clients.



New prospects can come from various sources. Nurturing a mix of easy wins and longer-term wins is key to a productive pipeline.

If you find you are always developing new business through smaller prospects, consider identifying some mid to large prospects, which are likely to deliver good revenues but will have a longer lead time, and spend some time cultivating these. It may take a little longer for them to pay off, but a few mid-sized clients with regular spending patterns can form the core of your revenue and give you the opportunity to grow these accounts.

Your largest accounts have a high potential to deliver revenue. These may be established clients who regularly buy from you, but they can also be a client who you feel has high potential even though they haven't yet done business with IDG. Look out for these outriders who might take a long time to pay off but who could be a source of growth for the future.

Finding new prospects can be difficult. The graphic above looks at where you might source new prospects.

At the center of the circles are those leads that can be gathered from your CRM system, your competitors and from those who have used other IDG products. These are the obvious prospects to chase, and you're likely to be competing with quite a few other salespeople.

New prospects from further afield can be a lucrative source of business. Reading the technology news and being knowledgeable about your sector will produce new ideas that you may want to pursue.

> "New revenue is the lifeblood of your pipeline and relying on established clients leaves you open to sudden loss or your pipeline drying up."

Look out for new trends and fast-growth markets and explore whether there might be potential for new clients to IDG. Prospects who are outside the usual pool for prospecting may open up new areas of revenue, and if you can engage them first you can build an early relationship.

The key is to make sure that you have a good mixture of easy wins and longer-term wins that you are nurturing. You will need to decide how much time and commitment you have to develop these new areas.

It is also worth looking at some of the symptoms of a sick pipeline to see just how healthy yours is. These are three common symptoms that something is wrong:

- You are working very hard and getting in a number of deals but the revenue figures are still low. The problem here is that your pipeline has too many small revenue accounts. You need to start nurturing some larger deals; it may take time but start today.
- At times you are under great pressure to close just one or two large deals that the whole target is dependent on. This is the opposite issue and may indicate that you have no bread-and-butter clients providing steady revenue. You'll be in a very stressful position if you work this way every month and may need to explore some smaller deals to offer you some cushion.
- One person is leaving at a client, and it puts the whole relationship in jeopardy.

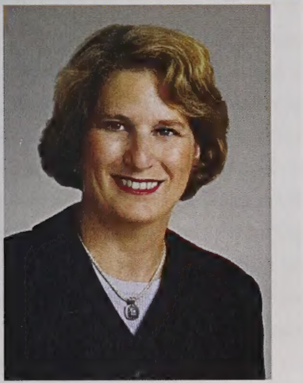
Remember that prospecting includes making sure that you have a lot of connections at your key clients. If your revenue is dependent on one relationship you are playing a dangerous game.

In the next column we'll talk more about networking, and I'd love to include your stories and tips about how to build a strong network. Please email world_update@idg.com with your thoughts. ■

OneonOne

Lynne Dunbrack

IDC Health Insights



The research VP for IDC Health Insights is this week's columnist. Reach her at ldunbrack@idc.com.

> "IT suppliers look to IDC Health Insights to better understand rapidly evolving market dynamics. What new solutions will their customers demand? What is the total addressable market for their products and services? What new competitors are entering the market?"

Q What is IDC Health Insights' scope of work?

A IDC Health Insights analysts cover the broad spectrum of IT, clinical and business challenges faced by life sciences companies, healthcare providers and payers. The research is led by **Scott Lundstrom**, GM and GVP, Software, Health, Public Sector, and a global team of 14 full-time analysts with deep industry experience. Key research coverage areas across the global team include integrated value-based health care, consumer engagement, population health management, digital hospital, genomics, precision medicine and supply chain in life science. We also cover the deployment of 3rd Platform technologies and innovation accelerators, privacy and security and IT services including business process outsourcing. IDC Health Insights serves a diverse and growing global client base, including executives in the payer, provider and life science industries and IT suppliers and professional services firms that serve these industries.

Q How does IDC Health Insights interact with the rest of IDC?

A IDC Health Insights routinely collaborates with Industry Insights and IDC technology analysts on a wide range of topics. We have participated on the Four Pillars teams that covered cloud, big data and analytics, mobile and social technologies across IDC and are similarly actively involved in the six Innovation Accelerator teams. IDC Health Insights analysts have also been contributing members on various cross-IDC task forces to create new research methodologies and report types. We collaborate with IDC analysts on IDC DecisionScapes that cover horizontal technologies, such as cloud and mobile, deployed by life sciences and healthcare organizations. And, of course, we work closely with our IDC Health Insights colleagues in EMEA and APAC, whether it's to support a consulting project or collaborate on a report such as the IDC FutureScape for Health or, more recently, the IDC MaturityScape: Cloud in Healthcare 2.0 co-authored by [IDC Nordic Research Director] **Jonas Knudsen** and [IDC U.S. Research Director] **Jeff Rivkin**.

Q What are the critical issues customers are looking to IDC Health Insights to assist them with?

A Worldwide, healthcare organizations and life science companies are under intense pressure to do to more with fewer resources — whether it's clinical, operational or IT resources. Their primary objectives are to reduce healthcare costs while improving the quality of patient care and the consumer experience. In addition, they are looking to reduce overall IT costs and be more agile in responding to line-of-business needs as care delivery and reimbursement models shift from fee-for-service to value-based care. Healthcare organizations and life science companies look to IDC Health Insights to help guide them in their strategic planning and identify appropriate IT solutions to support these initiatives.

IT suppliers look to IDC Health Insights to better understand rapidly evolving market dynamics. What new solutions will their customers demand? What is the total addressable market for their products and services? What new competitors are entering the market? What impact will new regulations have on the IT investment plans of healthcare organizations and life science companies?

Q How does IDC's ongoing focus on digital transformation intersect with IDC Health Insights research?

A Digital transformation is an important strategy for healthcare and life science organizations that are looking to become more consumer-centric organizations and to create new revenue streams. More than one-third of payer and provider respondents to a recent IDC survey reported that digital transformation is driving new technology initiatives. Our clients look to us for guidance as they deploy these new technologies to achieve their digital transformation objectives. We have published two digital transformation taxonomy reports that identify high-value use cases for the strategic priorities of value-based health and knowledge-based medicine in life science. We have already published more than a dozen IDC DecisionScape reports that delve deeper into the use cases and will continue to publish more reports more in 2017. These reports provide IT buyers with insights about their industries' maturity levels and benchmarks, how to plan for deploying a particular use case, best practices gleaned from peers and who are the key market players and innovators. With healthcare organizations and life science companies actively exploring and piloting digital transformation projects, we think our customers will find this research very valuable.

continued on page 7

IDG Germany rolls out multi-level plan for customers to learn about blockchain

Recognizing that blockchain is one of the hottest issues facing IT professionals and companies in every vertical market, IDG Germany has scoped out a three-pronged approach to the topic that encompasses content, executive education and events.

"Blockchain is not just for users of bitcoin or those who operate within the financial or insurance markets," said Content and Project Manager/Events **Florian Kurzmaier**. "Almost every transaction-based business model can benefit from a flawless and clever implementation of blockchain technology. Because of its decentralized approach, blockchain grants a higher level of data security as well as standardized signing and verification of changes made to the data stored within it." (See sidebar.)

Kurzmaier said that editorial content has served as the foundation that has set the stage for new event initiatives. Starting in late 2016, Computerwoche's editorial staff began to focus on blockchain as an important B2B topic.

As a way to check the validity of IDG Germany's plans for initiatives around blockchain, Computerwoche invited representatives from local and international companies, including IBM, SAP, Congnizant, faizod and CapGemini to an editorial roundtable at IDG Germany's Munich office on Feb. 1.

"After almost two hours of open discussion with the attendees and a broad variety of thoughts, we learned that all the attendees are thinking about and experimenting with different implementations of blockchain technology within their specific fields," Kurzmaier said. "It's clear that many companies will use blockchain to push their standardization and efficiency efforts, mainly to cut costs. However, once that happens, the more important result will be the field of new business models. The companies that can creatively adapt blockchain and transform their knowledge into totally new business models will most likely prevail. Given all that we learned in that meeting, the roundtable was a big success as it had a huge impact on how will we will plan future events."

Next up is a June 16 conference, "Blockchain Conference DISTRIBUTE 2017," that IDG Germany will host in Hamburg. The events team is partnering with the Blockchain Competence Center (BCC), a community of experts, founded in the summer of 2016, that combines all kinds of stakeholders interested in blockchain: startups, consultants, experts from think tanks, universities, vendors, venture capitalists and media. The alliance with BCC will ensure that IDG Germany gains maximum reach within the industry and representatives from any company interested in secure transactions and/or rolling out decentralized databases, Kurzmaier said. The team hopes to draw 300 to 350 attendees, and the event will be funded through sponsorships by vendors and consultants as well as paid admission for attendees.

In addition, **Simon Hülsbömer**, a former Computerwoche editor and now program manager for IDG Germany's Executive Education group, is organizing a June 29-30 workshop for IT managers. It will be held in partnership with ESMT in Berlin and feature non-IDG speakers.

Write to Florian Kurzmaier. ■

The participants of IDG Germany's first blockchain roundtable (from left to right): ***Simon Hülsbömer****, program manager, Executive Education, IDG Germany; Olaf Stöwer, faizod; Burkhard Blechschmidt, Cognizant; Robert Bosch, Bearingpoint; Franz Nees, Hochschule Karlsruhe Technik and Wirtschaft; Andrea Martin, IBM; Reinhard Bengez, Capgemini Consulting; Raimund Gross, SAP;* ***Michael Beilfuss****, publisher, IDG Business Media. Also participating from IDG Germany but not pictured here: Director of Content/Events* ***Regina Böckle*** *and Content and Project Manager/Events* ***Florian Kurzmaier****.*

Blockchain basics

Network World Online News Editor **Michael Cooney** described blockchain in this Jan. 30 article: "Blockchain is the underlying technology securing bitcoin. CIO.com defines blockchain as the structure of data that represents a financial ledger entry or a record of a transaction. Each transaction is digitally signed to ensure its authenticity and that no one tampers with it, so the ledger itself and the existing transactions within it are assumed to be of high integrity."

IDG Spain's CIO Executive Council organizes second member event

A group of attendees at IDG Spain's recent CIO Executive Council event outside the Museum & Foundation AMYC in Madrid. ***Fernando Munoz****, vice president of the advisory board of IDG Spain's CIO Executive Council, is at the far right.*

IDG Spain's CIO Executive Council (CEC) held its second event last month with 25 CIOs representing some of Spain's largest companies attending the one-day event held at Madrid's Museum & Foundation AMYC. Organized by **Fernando Munoz**, vice president of the advisory board of IDG Spain's CIO Executive Council with support from colleagues at the U.S. CEC, the event's agenda featured CIOs from Spain, the U.S. and Switzerland.

CIO
Executive
Council

The day got under way with Munoz providing an introduction to the CIO Executive Council — what it is, where it is now and plans for the future.

"We also had an opportunity to introduce our CIOs to the Future State CIO framework developed by our colleagues in the U.S. with input from leading CEOs, CIOs and other business thought leaders that provides a model for tackling the challenges and opportunities to maximize growth, profitability and market value in the interconnected digital business environment," Munoz said.

A panel of four CIOs from the U.S. CEC — Frank Sirianni, CIO of Fordham University; Pradip Sitaram, Enterprise Community Investment CIO; Ursula Soritsch-Renier, CIO of Sulzer; and John Dick, CIO of Willis Towers Watson — discussed the role of the CIO in each of their organizations, how they interact with their CEO and CFO and how they deal with failure.

Other speakers included Jose Valiño, CIO of Abanca, a Spanish bank based in Galicia, whose talk centered on the need to embrace innovation; and Gianluca D'Antonio, who spoke about his career path from CISO to CIO at his company, FCC, a worldwide environmental services, water and infrastructure company.

Feedback from attendees has been very positive, Munoz said. "They highly valued the possibility of sharing ideas with CIOs from other countries as well as the privacy of the forum in which there were no IT providers nor media. In addition, most said they were impressed by the CEC's ability to attract 25 CIOs of Spain's leading companies as members within its first year of exisitence," Munoz said.

The Council's next event will take place in June. The group is also working on two projects that will be presented at the end of the calendar year: "The CIO in 2030: and a study of the role of the Spanish CIO.

IDG Spain's CEC receives guidance from an advisory board it established last year that comprises 15 top ICT managers representing many of Spain's leading companies.

For more information, contact Fernando Munoz. ■

Two IDC business units develop successful formula for pan-European conference

Five years ago IDC Nordic and IDC Energy Insights EMEA collaborated on the first Pan-European Utilities Executive Summit in Denmark, and while the country locale has changed annually, customer satisfaction has been consistently enthusiastic.

Some 50 IT and line-of-business executives from Europe's leading utility companies gathered in Lisbon, Portugal, March 20-21 for the invitation-only event where they could participate in challenging debates and cutting-edge knowledge sharing with IDC Energy Insights analysts and industry thought leaders about the many transformations European utilities are undergoing.

"Our two teams work better and better together each year, and we've established a strong, close relationship with this community," said IDC Nordic VP/Integrated Marketing Programs & Events **Charlotte Thygesen Poulsen**. "The delegates get to know everyone who works on this event, and they appreciate not just the continuous thought leadership from analysts but the personal interaction from the events team that also helps build the community."

VP/Head of EMEA Energy Insights **Roberta Bigliani** led the creation of the agenda, which was validated by an advisory board composed of industry leaders from eight different countries.

The agenda focused on the "three D's" that will characterize utilities of the future, Bigliani said. One is decentralized: the shift away from the centralized power-generation model means that utilities will increasingly operate assets that are outside their asset portfolio, which they do not necessarily own. The second is divergent: each utility will differentiate itself from the industry and aim to be unique from its peers. This will strongly depend on the new opportunities technology and the digital economy unleash. The third is digital: this goes beyond digitization, as it's not just about applying new technologies to old processes. Utilities will explore new businesses and play a different game, with data as the pillar of innovation.

IDC Energy Insights Research Manager/EMEA ***Gaia Gallotti*** *(left) and Energy Insights Associate VP/Head of EMEA* ***Roberta Bigliani*** *with the CEO of the leading Portuguese utility EDP, Joao Torres, whose presentation concluded the conference.*

IDC Nordic Conference Manager ***Jakob Jantzen*** *(front) who has organized a running club for IDC employees in Copenhagen, enticed more than 30 attendees to join him at 7 a.m. for a morning workout — complete with conference-branded T shirts.*

In addition to Bigliani, the other IDC Energy Insights analysts who spoke at the summit were Research Manager/EMEA **Gaia Gallotti**; Senior Research Analyst/Vertical Markets, Central and Eastern Europe **Milan Kalal**; Senior Research Analyst/EMEA **Jean-François Segalotto** and IDC Group VP/European Research **Thomas Meyer**.

> "Our two teams work better and better together each year, and we've established a strong, close relationship with this community."
>
> *Charlotte Thygesen Poulsen*

Eight sponsors, four each at gold and silver levels, supported the conference.

In addition to Denmark, previous summits have been held in Sweden (2014), the Netherlands (2015) and Italy (2016). Next year's event will be in Belgium March 19-20, which 100% of the 2017 attendees said they would be interested in attending.

For more information write to Charlotte Thygesen Poulsen or go to #idcues17 on Twitter. ■

noteworthypeople

Returning employees

Kaiser

Moritz Kaiser returns to **IDG Germany** as business development manager, coming from Webedia Gaming GmbH (formerly IDG Entertainment GmbH) where he was senior sales manager. He earned a B.A. in business administration from Ravensburg University of Cooperative Education. In his free time he enjoys photography, climbing and the Brazilian martial art capoeira. mkaiser@idg.de

Et cetera

Bangah

Sudev Bangah, country manager of IDC Indonesia and Philippines, has added interim country manager of Malaysia to his responsibilities. He succeeds Vijay Sundararaman who oversaw the business unit's growth and expanded staff for 18 months and recently stepped down for personal reasons. "Sudev first started his career at IDC as a consultant in the Kuala Lumpur office nine years ago," said IDC Asia/Pacific Managing Director **Eva Au**. "Since then, he has progressed in his career in various facets of the business and is respected as a versatile leader across multiple countries." sbangah@idc.com

Please send information for the Noteworthy column to world_update@idg.com.

continued from page 3

One on one

Q What impact will the Trump administration have on healthcare IT?

A In the wake of the November presidential election, U.S. analysts have commented on the impact of the Trump administration in published research, blogs on the IDC Community Site and conversations with our clients. While Congress continues to debate repealing and replacing the Affordable Care Act, healthcare organizations are still focused on achieving the Triple Aim of healthcare reform — reducing per capita healthcare costs while improving the health of the population and the patient experience. New care delivery and reimbursement models, which have bipartisan support, have shifted from fee-for-service to value-based care that is focused on reimbursing healthcare providers for outcomes, not volume.

Healthcare organizations need to stay the course with their focus on value-based health technology investments. These investments include big data and analytics to measure clinical and financial performance, cognitive computing and machine learning to arrive at insights faster, population health management and connected health to provide care in lower cost settings.

Value-based health care is here to stay, and every indicator tells of growth. Healthcare organizations do not want to lose momentum in their progress toward improving patient quality and managing costs. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Penny Winn *IDG International Publishing Services*

23
Denise Haines *IDC*

17
Joakim Allwin *IDG Sweden*

15
Stephen Sauer *U.S. Media*

14
Nobuyuki Sakata *IDC Japan*

13
Michael Fletcher *IDC*

12
Grace Moy-Ng *U.S. Media*
Scott Lundstrom *IDC*
Jerome Drevet *IDC France*
Eva Au *IDC Singapore*

11
Yusiva Muga *IDC Peru*

10
Joyce Dunnells *CIO Executive Council*

9
Jay Park *IDG Korea*
Jonathan Busse *IDG U.K.*

7
Zuzana Babicka *IDC CEMA*
Petr Svagrovsky *IDC CEMA*
Lenka Zizkova *IDC CEMA*
Veronica Hernandez *IDC Mexico*

6
Juraj Skalny *IDC CEMA*

5
Crystal Sin *IDC Hong Kong*
Bidisha Ghosal *IDC Singapore*

4
Jess Tang *IDC Singapore*

3
Eliseu Santiago *IDC Brazil*
Carl Brithén *IDG Sweden*
Michael Heys *IDC U.K.*

2
Jose Lorenzo *IDC Spain*
Maria Theresa Rago *IDC Singapore*

1
Mayda Gigian *IDC*
Neha Mahajan *IDC*
Giulia Indelicato *IDC Italy*
Vinod Pandey *IDC CCR (India)*
Montira Panyachatraksa *IDC Thailand*

IDG

Tech & Marketing News

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

'Atlantic' Erects Wall Against Ad Blockers (MediaPost)

Apple-Qualcomm Billions Put at Risk as Phone Alliance Frays (Bloomberg)

How to Keep Your Brand Message from Being Hijacked by Surrounding Content (Marketing Land)

Facebook Faces Increased Publisher Resistance to Instant Articles (Digiday)

Why Your Content Marketing Efforts Are Useless Without a Documented Strategy (Business 2 Community)

unsunghero

Yvonne Gill

Senior Events Manager

IDC New Zealand

*IDC New Zealand Country Manager **Peter Wise** named Senior Events Manager **Yvonne Gill** his team's unsung hero. "If multitasking and keeping cool under intense pressure was an Olympic event Yvonne would have gone to Rio. Our CIO Summit is in its 11th year and continues to grow. One of the reasons the event is so successful is because of Yvonne. She has an encyclopedic knowledge of the event, the sponsors, the awards, the judges, the speakers and the bookings. She knows who shouldn't sit next to whom, when to tell the sales guys off, when to say no to ridiculously demanding sponsors, how to manage the catering, AV guys, and the list goes on. She does it all with a calm demeanor and smile. She is a huge asset to IDC."*

Home Originally from Coventry in the U.K. but have called Auckland, New Zealand, home for the past 10 years.

Primary job responsibilities I'm responsible for planning, managing and delivering all of IDC New Zealand's events. We run a variety of events each year including intimate lunch roundtables, industry workshops, one-day conferences and our flagship event, the New Zealand CIO Summit and Awards. I work closely with **Rebecca Baily**, our events coordinator, the sales team and senior analysts.

Three things I do in a day's work

- Attend client meetings with the sales team.
- Liaise with event sponsors and speakers.
- Track event marketing and registrations.

What I love most about my job The variety. I'll often be working on multiple events at the same time, all at different stages. Completing a successful event after months of planning and seeing all the hard work pay off is a great feeling.

A hot-button issue I'm dealing with Finding the right balance between delivering high-quality and relevant content to our end-user attendees and delivering value to our sponsors. The content the sponsors want to deliver is often not what the end users want to hear. Trying to educate sponsors not to launch into a sales pitch can be challenging.

IDC
Analyze the Futur

*Senior Events Manager **Yvonne Gill** joined IDC New Zealand in February 2012.*

Latest accomplishment As part of our annual CIO Summit I manage the CIO Awards program and Awards gala dinner. The entries for this year's CIO Awards just closed, and we had a 50% increase in the number of entries from last year across all five categories.

Career highlight The continued success of the CIO Summit. It's now in its 11th year, and each year we manage to improve and grow the event, with revenue and attendees increasing year on year. I am particularly proud of the growth of the Awards Gala Dinner; it has sold out for the past three years with more than 800 attendees last year. This year we are moving to a bigger venue to allow for increased capacity.

Interests outside the office I play Gaelic football and am the president of our local club, which has about 100 members. I'm also a keen cyclist and try to bike into work most days.

What others can't tell just by looking at me I'm not a morning person!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Regina Boeckle *IDG Germany*
Lynne Dunbrack *IDC*
Yvonne Gill *IDC New Zealand*
Florian Kurzmaier *IDG Germany*
Fernando Munoz *IDG Spain*
Charlotte Poulsen *IDC Nordic*
Melanie Roberts *Behind The Lines Consulting*
Peter Wise *IDC New Zealand*

IDG World Update

EMPLOYEE NEWS AND INFORMATION
10 APRIL 2017 | VOLUME 47, NUMBER 16 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 8*

IDG Poland, SMS team up to showcase marketing solutions

Staff from IDG Poland and the Strategic Marketing Services regional hub in Munich spoke about IDG's expertise in providing digital marketing and demand generation solutions for clients at a marketing breakfast.

SEE MORE ON PAGE 4

Also inside

IDG Germany responds to Google algorithm update

IDG CEO Mike Friedenberg talks about digital media strategy in FIPP article

One on One: IDG Global Services Chief Executive Kumaran Ramanathan

InfoWorld Senior Editor Jason Snyder co-founded and runs a nonprofit publishing press.

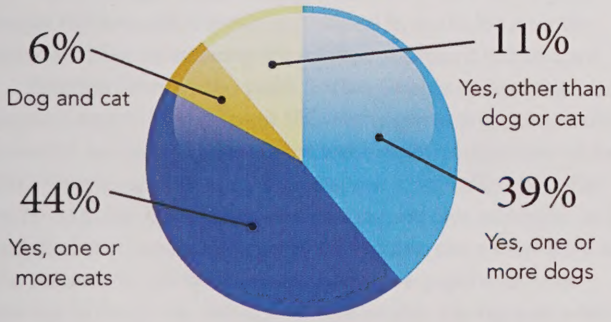
SEE MORE ON PAGE 5

Unsung Hero: IDC Italy Senior Research and Consulting Director Fabio Rizzotto.

SEE MORE ON PAGE 8

Question of the week results

Do you have any pets?



Log on to www.idgcentral.com to vote on this week's question:

Do you subscribe to a multi-magazine app?

CLICK HERE

IDG

Tech & Marketing News

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Instagram, Twitter, and Others Could Pay $5.3 Million to Settle App Privacy Lawsuit (VentureBeat)

Microsoft Will Start Blocking Malicious Links in Word, Excel, and PowerPoint (VentureBeat)

B2B Marketers Seek More Streamlined Approach to Marketing Tools, Cite the Need to Focus More on Clients and Customers (The Drum)

Personalized Ads? Consumers Tell Marketers to Up Their Game (eMarketer)

What's working

IDG Germany responds to Google's search algorithm updates

In February and March updates to a Google search algorithm caused significant drops in traffic reporting, especially mobile results, at IDG sites around the world. IDG Germany VP, Portal Management and Analytics ***Markus Pilzweger*** *explains the problem and shares how his team worked around it.*

Pilzweger

After massively benefiting from last year's Google search algorithm update, we were hit with lower traffic results by this February's update. We decided to investigate the update in detail to localize the phenomenon and stabilize traffic. By adapting what we learned we see a big potential for future growth.

First, we must go back to June 2016 and Google's famous 'Phantom update,' which affected Pc-welt.de and Macwelt.de in an extremely positive way. Our Google visibility went up over 100% from one day to the next, our Google traffic skyrocketed and we saw a year-over-year difference in traffic from Google of about 50%, a percentage that was even higher on Macwelt.de. Thanks to this update we made a lot of money from the increase in traffic. This did not happen solely by chance, however. Prior to the update, we did a lot of optimization work on our sites — we reduced redundant content, implemented a straightforward content strategy and reduced the number of pages indexed by Google. These strategies paid off in June as we gave Google higher-quality content and helped its bot to focus on the important things by reducing the number of pages it had to crawl.

> "We believe the recent update punishes sites that show thin content, are over-monetized or have a bad ad/content ratio, i.e., too little content 'above the fold.'"

Early this February, the year's first big Google update took place. Based on reports from different SEO-tracking sites and our own observations, we assumed this update was a slight readjustment of the 2016 Phantom update. Many sites that saw a big traffic boost after the 2016 update lost a little bit with the second one, as we did, and many sites that were hammered by the first one saw a bit of sunshine after the second. We believe that Google now pays much more attention to things like user signals (time on site, the impression/visit ratio) and accelerated mobile pages. We believe a second update in March punishes sites that show thin content, are over-monetized or have a bad ad/content ratio, i.e., too little content 'above the fold.'

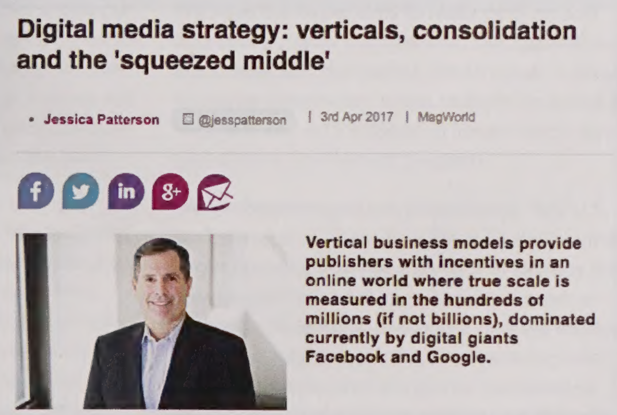
To address the update we did the following things: First, we cancelled interstitial ads on our mobile sites since Google's bots function like a user so anything a user can't see the bot will ignore. Instead of Interstitials we implemented understitial ads, which are placed behind the content (like a window through the content, the ad moves as the user scrolls down the article, e.g. look here). Second, we looked at our desktop site layouts and tried to present as much content on the first screen as possible. Third, we optimized our page load times. Bad code or simply too many ad integrations have a negative impact on load time, and slow load times lead to bad user signals, which lead to lower positions in search results. This is a crucial point, and every site urgently needs to care about this, even if it means losing money in the short term by reducing the number of ads. In the long term, you will benefit from this optimization. Fourth, we will continue to reduce the amount of indexed pages by eliminating old content or things that simply should not be indexed by the Google bot (slideshows, for example).

How should you react if a Google algorithm change hits you? Have your numbers in place. Take a look at traffic data every day. Keep historic data to make quick YoY comparisons and take note of every day that unusual things happen (e.g., an article that went viral or gained massive traffic on Google by Google News). That's the only way to make meaningful YoY comparisons. Last but not least: Whatever you do, it's all about your readers. Keep them happy with great articles, short loading times, a balanced content/ad ratio, and Google will reward you.

For more information contact Markus Pilzweger. ■

In the news

Friedenberg talks digital media strategy with FIPP



Digital media strategy: verticals, consolidation and the 'squeezed middle'

• **Jessica Patterson** ☐ @jesspatterson | 3rd Apr 2017 | MagWorld

Vertical business models provide publishers with incentives in an online world where true scale is measured in the hundreds of millions (if not billions), dominated currently by digital giants Facebook and Google.

"There is a choice for publishers to make, according to Michael Friedenberg, CEO at IDG Communications. "I think it's a matter of what you want to accomplish and what your overall portfolio consists of. I think you're either going to have to be a hyper horizontal or a hyper vertical in today's media world, or you're going to get really squeezed in the middle." See more here.

OneonOne

Kumaran Ramanathan

IDG Global Services

The chief executive of IDG Global Services is this week's columnist. Reach him at kr@idg.com.

> "Too often I come across colleagues who have an IDG slide that shows our global footprint and think that by merely mentioning we are international the job is done. The reality is far different and comes down to how we sell our global proposition as a benefit and ultimately a solution to help give our customers the best chance of success."

Q We haven't spoken to you for some time. How have things been across Global Services?

A In a momentous period for IDG that we will all remember, I have to start out by stating how well our teams have performed given the circumstances and challenges of the past 16 months. Not only have the financial results been truly outstanding, but the attitude has been first class. Despite the cultural and geographical makeup of the group (IDG Global Solutions, IDG Strategic Marketing Services Worldwide, IDG Research and U.S. Corporate Sales sit in 11 locations around the globe) the teams share some common characteristics that have enabled us to march forward focused on "controlling the controllable" and not being distracted by wider events outside of our remit.

The leadership of the groups excelled too — always out front driving our business with honesty, perseverance, focus and a steely determination that has been truly admirable. The Global Services group is a customer-facing organization at the vanguard of core and new revenues, with teams that are equally adroit at delivering excellence across multiple markets and passionate in showing an inordinate desire to deliver our best day in, day out.

Q The IGS team is representing IDG across international markets. How does your team articulate our global capabilities?

A Well, one thing is for sure — there is a lot of skill in being able to correctly position IDG, talk about our global capabilities and tie that back to a customer's objectives. Too often I come across colleagues who have an IDG slide that shows our global footprint and think that by merely mentioning we are international the job is done. The reality is far different and comes down to how we sell our global proposition as a benefit and ultimately a solution to help give our customers the best chance of success.

Obviously given the importance of 'international,' we spend a lot of time fine-tuning our messaging, but it's relatively easy when you consider how, over the past three years, IDG has built a wonderfully elegant go-to-market story across media, data and services. These are the three pillars of our business, and each of our products fits into one of them.

Our media story is IDG's unique 53-year heritage of producing premium technology content and engaging audiences through our brands across print, digital and events. This is our traditional publishing business and is the foundation on which our data and services story sits.

For data it's how we understand buyer behavior, track engagement and buying intent and build a subscriber database. This deep audience data can then be leveraged by our customers to deliver the right message to the right prospect at the right time across direct relationships with IDG or via our global programmatic capabilities. This audience data also powers all our demand generation services globally.

Finally, there is our services business, which is quite simply IDG saying to our customers that they can use all of IDG's global expertise as the world's largest technology media company for their own marketing purposes. We produce content, create digital platforms, engage with our audiences, build social media communities and run our own event businesses all around the world. Why wouldn't our customers want help from our dedicated worldwide teams of experts when developing their own marketing programs?

You have heard me say countless times how much of a privilege it is to represent our global capabilities on the global stage — and that has never been truer than it is now.

Q It sounds like there is a great opportunity within the services business. How are things developing with SMS?

A We are at a pivotal moment with regards to our worldwide marketing services business.

We have the ingredients to really push on and aggressively grow this business. Our capabilities are in tune with the market, the structure is set up to ensure consistency across multiple countries (if required) and we are focusing investment in our global sales enablement program.

We are beginning to see a breakaway SMS U.S. performance — driven by a focus on not just the larger opportunities but a balance in strategy that ensures we have a full complement of services offered to all relevant customers. Linkage between IGS, Corporate Sales, U.S. sales teams together with SMS ensures that the global corporations are exposed to the IDG capabilities on all levels, providing strength in relationships, and, as a result, the pipeline for the U.S. is as good as we have seen since we centralized our U.S. services business. The international channel is more of an

continued on page 7

IDG Poland teams with SMS to showcase marketing solutions for clients, prospects

IDG Poland's expertise in providing digital marketing and demand generation solutions on behalf of clients was on full display at the company's third annual IDG Marketing Breakfast last month.

Held at the Sofitel Victoria Hotel in Warsaw, the meeting attracted 29 clients and prospects interested in learning more about global trends in digital marketing and IDG's capabilities in custom solutions.

Organized by IDG Poland Strategic Marketing Services and Demand Generation Manager **Marcin Tyborowski** and his team with support from the IDG Strategic Marketing Services regional hub in Munich, Germany, the half-day meeting featured presentations on the latest trends in digital marketing including Programmatic in Lead Generation, Social Media Marketing, Trends in Live Video Broadcasting and a keynote by **Stefan Huegel**, SVP Strategic Marketing Services for the CEE region, who focused on the most relevant trends in digital marketing. IDG Poland speakers included Integrated Programs Manager **Jakub Kuchnio** and Head of IDG.tv and the IDG Poland TV studio **Pawel Choinski**.

Underscoring the importance of this type of outreach to customers, Tyborowski noted that the event did not merely aim to display the breadth and depth of IDG's high-performance data marketing capabilities.

"Given the incredible dynamics in digital marketing, technology marketers are seeking ways to keep up-to-date with the latest trends and insights and to discover new tactics and tools for their marketing programs. So there is a strong educational flavor to our Marketing Breakfast series that allows us to position IDG as a thought leader and innovator in this field," explained Tyborowski. "We believe that we can harness this leadership position as a foundation for incremental business with our clients."

> "There is a strong educational flavor to our Marketing Breakfast series that allows us to position IDG as a thought leader and innovator in this field. We believe that we can harness this leadership position as a foundation for incremental business with our clients."
>
> *Marcin Tyborowski*

*L-R: **Jakub Kuchnio**, **Stefan Huegel** and **Marcin Tyborowski** confer during a break in the Marketing Breakfast.*

Clients expressed satisfaction with the substantial level of insight provided by the presentations and requested to get in touch with the IDG team immediately to learn more about how to leverage the innovative solutions presented at the event — locally and beyond Poland's borders, Tyborowski said.

"We were very pleased to be invited to join the breakfast meeting for the third time," said Huegel. "Having the chance to present our approach of local relevance, regional efficiency, global consistency and unmatched content and marketing services to clients directly is invaluable and usually leads to a lot of interest to work with us. This time, too, we have generated leads of clients who have learned about our local and regional capabilities and decided on the spot to work with us beyond local borders. What else can you ask for as an outcome of a client event?"

The list of companies attending the Marketing Breakfast included global companies like IBM, Hitachi, Alcatel Lucent and Orange as well as many local players from the Polish market — among them 15 companies that were brand new to the IDG client list.

For the first time the team was not only addressing its installed client base with this event but also focused on getting to know new prospects, noted Huegel, whose team at the regional SMS hub in Munich supported the

continued on page 6

Offsite profile

InfoWorld's Jason Snyder balances fact and fiction

Veteran IDG editor runs nonprofit publishing press, hard at work on second novel

Jason Snyder is a man who loves to share stories — both the long-form articles that he edits that serve the technical interests of InfoWorld's readers and the creative works of fiction and poetry by writers who find their way to the publishing press he co-founded with two friends from graduate school. And in 2015, Snyder's own debut novel — *Family Album* — was published to tell the story of a dysfunctional family attempting to save itself by adopting a second child.

"Our aesthetic offers an outlet for those looking to bend writing in directions that mainstream publishers don't go," said ***Jason Snyder*** *about the nonprofit publishing press he co-founded with two friends.*

Snyder found his way to IDG not long after graduating from San Francisco State University with a master's degree in creative writing. Having done some freelance writing and part-time copy editing for the publication prior to going to graduate school, he joined full-time when a copy editing position opened up in 2004. Soon after, he made the shift to editing features.

"The subject of business technology had a bit of abstract mystery to it that drew me in," Snyder said. "I took the position at InfoWorld to get a bit closer to that abstract mystery and the opportunity to pull out stories hidden within it. The more years I spend at the company, the more I appreciate what a great place it is."

Still, there was a part of him drawn to more creative expression. "I've always enjoyed writing fiction, ever since I was a kid. There are so many methods and means for expressing thought in language these days that it is hard not to find your mind what-ifing about other modes. But in the end, I find that fiction calms that part of me. Perhaps it is because creating and navigating a fictive world can be meditative and performative, allowing you to express and uncover tensions and truths in your life and the lives of those around you and in the culture."

Begun while he was still in graduate school, *Family Album* centers on a 12-year-old boy as he navigates the adoption process, trying to put on just the right face for the various interviews with social workers, all while processing the extreme dysfunction he encounters at home. "I worked on the book for more years than I probably should admit, and was lucky enough to find a home for it at a small press in 2015," explained Snyder, who said he gets up early in the morning to write when it is dark and quiet. "I can be pretty disciplined about it, probably to the point of hard-headedness."

His publishing company Sidebrow Books, which got its start a couple of years after he joined InfoWorld, began as an online literary journal, Snyder explained. "It began as a collaborative experiment, in which published pieces were posted to the web, and writers and poets were invited to respond and extend what they saw evolving." Snyder said he and his friends worked on this iteration for a few years. "The experiment culminated with a print anthology that brought together the work of 65 writers into a multi-threaded, collaborative narrative that offered a snapshot of our experiment and an invitation to participate in its evolution." Soon after that, in 2010, Snyder and his partners began to publish single-author books and collaborations, and the online journal faded away.

Sidebrow remains an all-volunteer publishing press, with nonprofit status thanks to fiscal sponsorship through Intersection for the Arts, an arts organization based in San Francisco. Snyder and his partners still form the core of Sidebrow and make all decisions about what to publish collectively. "We do so usually at our dining tables. First, in San Francisco, where we all lived for a number of years, and now, in the years since I moved to Portland, [Oregon], mostly over Skype or Google Hangouts."

Snyder said Sidebrow Books generally publishes two books a year out of about 200 manuscripts it receives during its open reading period, which lasts about a month each fall. To date, the press has published 18 books, ranging from poetry, to prose poetry, to experimental novels, to poetic memoirs. "We generally gravitate toward work that finds form and urgency through the process of its writing. And we often favor work with emotional texture and strong attention to the written word."

Asked about the name Sidebrow, Snyder recalled an art scene in San Francisco's Mission district in the 1990s that brought outsider and traditionally low-brow forms and techniques into its aesthetics. "I was very much drawn to this emerging school of art and the makeshift galleries where the openings happened. So it was probably in this environment where I began to think about those often-conflicting notions of high-brow and low-brow in art, and probably concluded at some point that my inclinations for publishing likely weren't in either, but somewhere else, off to the side."

FAMILY ALBUM JASON SNYDER

Snyder said he is currently working on a second novel. "It's been evolving for a couple years now. We'll see how it goes. There are always more corners to turn."

To learn more, contact Jason Snyder or visit Sidebrow Press. You can read more about Snyder's novel here. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Steve Tozeski *IDG List Services*

28
Sue Yanovitch *U. S. Media*

25
Ruth Sager *IDC*

24
Doreen Francy *IDC*
Ellen Fanning *U.S. Media*

22
Henry Morris *IDC*
Brian Kornegay *IDC Singapore*

21
Susan Brown *IDC*

20
Dawnette Gordon *IDG U.K.*
Katarina Strömberg *IDG Sweden*

18
Lauren Costello *CIO Executive Council*
Maro Eremyan *IDG Strategic Marketing Services*

17
Robert Mahowald *IDC*
Anne McCrory *U.S. Media*
Galen Gruman *U.S. Media*

16
Gregory Ireland *IDC*
Erik Schmalen *IDC Germany*
Dan Timberlake *IDC U.K.*
Agam Shah *IDG International Publishing Services*

13
Lewis Ward *IDC*
Angela Vacca *IDC Italy*
Daniela Konicki *IDG Germany*

11
Caroline Keough *IDG Global Solutions*
Ching Lee *IDG Technical Services Group*
Scot Finnie *U.S. Media*

10
Adam Dennison *U.S. Media*
Erika Karr *U.S. Media*

9
Jely Gonzales *IDC Middle East, Africa & Turkey*

8
Magdalena Kozakiewicz *IDC U.K.*

7
Rohit Mehra *IDC*
Louis Kustwan *IDC*
Andreas Thors *IDG Sweden*

6
Amy Machado *IDC*
Tina Ni Riain *IDC*
Reena Sattar *IDC CEMA*
Stephen Minton *IDC U.K.*

5
Natalia Vinogradova *IDC Russia*
Emma Karlsson *IDG Sweden*
Peter Wise *IDC New Zealand*
Mary Hazelton *U.S. Media*
Mike Brown *U. S. Media*

4
Michael Strawn *IDC*
Gina Graham *U.S. Media*

3
Peter Lindstrom *IDC*
Isaac Ngatia *IDC Middle East, Africa & Turkey*
Ranjit Rajan *IDC Middle East, Africa & Turkey*
Jessica Qiao *IDC China*
Vince Wu *IDC China*
Jensen Ooi *IDC Malaysia*
Serena Foo *IDC Singapore*
Kim Crawford *CIO Executive Council*
Michelle Catalano *IDG Connect*
Yulia Krasilnikova *U.S. Media*
Sheila Cravetz *U.S. Media*

2
Joseph Poye *IDC*
Karl Berggren *IDC*
Michael Rosen *IDC*
Maciej Sianos *IDC Poland*
Tomas Sumara *IDC CEMA*
Elena Szolgayova *IDC CEMA*
James Stroud *IDC Australia*
Sarah White *U.S. Media*
Lauren Tollefsrud *U.S Media*

1
Benjamin Sohn *IDG Korea*
Brandon Bove *IDC*
Jessica Sherer *IDC*
Tetsuya Kogure *IDC Japan*
Nicole Scholz *IT World Canada*
Christian Seliger *IDG Germany*
Tina Marfori *IDC Singapore*
Manali De Bhamik *IDC India*
Arvind Kumar Singh *IDC India*
Deok Woong Lee *IDC Korea*
Jarrod Hagen *IDG Connect*
Rajy Ganne *IDG Technical Services Group*

continued from page 4

IDG Poland

meeting in planning, audience recruitment and with presentations.

"Within only one week of promotion we generated over 700 engagements with marketing decision makers from the Warsaw area on Facebook and Twitter leading to 25 registrations to the event, of which 15 showed up." Huegel said he finds this more proof for the "strong muscle of social products like SmartAdvertising" that have recently been added to the social media portfolio of the regional Strategic Marketing Services team.

The IDG Poland team was satisfied with the success of the client event and is now following up the many opportunities they have created with clients. The team is planning to continue the breakfast series and will likely roll it out as a roadshow visiting different cities in Poland.

Contact Marcin Tyborowski or Stefan Huegel. ■

Stefan Huegel *addresses attendees.*

noteworthypeople

New employees

Leah Lee joins **IDG Communications**' New York City office as director of operations, Digital Account Services. Previously, she was a senior manager of multichannel video programming distribution operations and digital media sales operations at NCC Media. She holds a B.A. in business administration from the University of Washington/Seattle and lives with her family in New Jersey. She has three young boys and two dogs and recently took a long-awaited vacation ("it's been seven years") with her husband to St. John's without their children. llee@idgcommunications.com

Lee

IDG TechNetwork's German office has hired **Elad Gargi** as senior business development manager, Programmatic. He was previously a media director at Stailamedia AG and earned a B.A. in communications from Israel's Open University. Away from the office he enjoys cars, travel and dogs. egargi@idgtechnetwork.de

Gargi

Share your news!

Employees at any IDG or IDC business unit are invited to share news about what their group or department is up to. Send your tips to world_update@idg.com and we'll take it from there.

continued from page 3

One on One

anomaly — and a two-paced performance. The markets where we see strong performances are where we have an embedded relationship between sales and SMS catering to all levels of budget. Overall we are seeing some positive trends but need to increase the pace of our business and embrace the strategic initiatives around content, research and social.

Q You mention the SMS U.S. business — can you tell us more?

A Internally at SMS we are seeing this success in two parts. Firstly the uptick in revenues associated with our Program Architecture team has been significant. It has been a very productive first half of FY17: 211 proposals (47 more than the 164 proposals submitted in 1H 2016); win rate of 33% (5 percentage points greater than the 28% win rate in 1H 2016) and 70 wins (24 more than the 46 wins we had in 1H 2016). This productivity has yielded a significant increase in revenue. Clients with large initiatives include Lenovo, AT&T, Neustar, Spectrum Enterprise and HPE Pointnext.

Secondly, over the last 18 months we have seen tremendous operational improvements from our customer experience team. Massive skill and talent upgrades along with new group-wide platforms like Wrike have collectively delivered greater efficiency, standardization, streamlining and cross-department alignment and collaboration, all contributing to higher customer satisfaction and output quality — hallmarks of our SMS delivery promise to clients. Whilst we have seen a small decline with the actual programs (341 vs. 366 1H FY16), we have seen a significant growth in the volume of deliverables (1,923 1H FY17 vs. 1,436 1H FY16). In addition, the big effort to implement lower costs in managing/developing/leveraging our supplier network and standardizing our global pricing structure have all begun to take hold in the form of bottom-line benefits and revenue/business growth opportunities.

> "Over the last 18 months we have seen tremendous operational improvements from our customer experience team. Massive skill and talent upgrades along with new group-wide platforms like Wrike have collectively delivered greater efficiency, standardization, streamlining and cross-department alignment and collaboration, all contributing to higher customer satisfaction and output quality."

Q What are the main priorities for the second half year in SMS?

A **1. Accelerate the SMS strategic initiatives.** Social, content services, research and visual content are all areas where the biggest revenue growth levers exist.

2. Tightly link sales efforts to sales enablement — build velocity. Focus on developing a stronger portfolio aligned to the strategic initiatives that are simply packaged for direct sales — build, package, train and support direct sales efforts with a big emphasis on expanding our client roster/long-tail.

3. Leverage our Program Architects on the Big Stuff. Our PAs are outputting world-class proposals at a record-breaking pace, resulting in new highs in total program revenues booked.

4. In-market leadership: Essentially across SMS we are pitching more, winning more and selling more. We need to keep this momentum going and ensure that we strike the right spread of customer spend across our International markets.

Q How is the outlook for the remainder of the fiscal year?

A I absolutely believe that this group can look forward to the year ahead with a lot of optimism, and I fully expect to finish the year strongly. Of course, we still have the usual challenges that we all face: accounts not spending, large accounts shifting focus, agencies winning and losing accounts, wallet-share pressures and the rise of a more powerful, albeit disparate, group of competitors. However, there is a strength in our commercial strategy that gives us a great platform on which to be on the front foot in the second half of the year. We will continue on the path we have laid out: focus on client direct relationships, maintain our key agency connections, develop the larger integrated programs, see a return of our key account spend in the U.S., grow our international position in MEA, CEE, Nordics and APAC and continue our growth pattern in international alliance marketing, programmatic, events and demand generation. Above all, we will remain focused on our goals and back ourselves to get the job done in FY17 and equally set the business up for further success in FY18 and FY19. ■

Speak easy

IDG SPEAKERS' CLUB
PRESENTATION
REFRAMING THE CONVERSATION

IDG Australia's Speakers Club, an internal initiative that is helping interested staff hone their public speaking skills, met again at the end of last month. ***Leon Spencer****, Australian Reseller News head of news, made a presentation on reframing your brand. "I've been encouraging people to do longer prepared speeches as did Leon," noted the group's organizer IDG Australia Managing Director* ***Davy Adams****.*

unsunghero

Fabio Rizzotto

Senior Research and Consulting Director

IDC Italy

IDC Italy Managing Director ***Barbara Cambieri*** *named Senior Research and Consulting Director* ***Fabio Rizzotto*** *her team's unsung hero. "I am honored to nominate Fabio," she said. "In 10 years of collaboration he has always demonstrated professional cooperation and transparency. He stepped immediately into his role and had a true impact throughout the organization, developing new products and ideas to support IDC Italy. He works to increase IDC's presence in the press through articles and speaking engagements and continues to produce high-quality research and consulting projects. He has become a reference point for our customers."*

Name
Fabio Rizzotto

Home
Milan

Career path
I started working in IDC Italy's local IT research group as a research analyst. Now, as senior research and consulting director I'm in charge of the IT analyst team.

Primary job responsibilities
I'm in charge of the local research and consulting business unit, overseeing the local IT market from both the supply and demand side perspectives. This includes content and project delivery, people management and coordination, financial results and business development support.

Three things I do in a day's work
- Work on consulting projects and/or prepare material for IDC presentations
- Support the sales team in client engagement and business opportunities
- Interact with colleagues and facilitate information sharing during day-by-day operations.

What I love most about my job
The opportunity to interpret overall market and local trends and discuss them with clients and stakeholders, both of which have multiple points of view and business needs.

Senior Research and Consulting Director ***Fabio Rizzotto*** *joined IDC Italy in November 2000.*

A hot-button issue that I'm dealing with
I see an acceleration of market and ecosystem transformation that forces me (and I think all of us) to increase our attention on elements such as understanding just how complex the market is and evaluating both its risks and opportunities.

Latest accomplishment
I was recently a speaker and working-session moderator at an important vendor event for CIOs. It was a great opportunity to present IDC's global and local research on cognitive computing and facilitate decision makers' interactions and approach to the discipline.

What I'm doing to be a better employee
Developing capabilities that contribute to being recognized as an IDC influencer in the IT industry.

Interests outside the office
Listening to music, playing volleyball, traveling. I keep informed by balancing breaking digital news with newspapers and magazines.

What others can't tell just by looking at me
They might not be able to recognize that I was born in the south of Italy, but they can hear it in my light accent when I talk.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Barbara Cambieri *IDC Italy*
Stefan Huegel *IDG Germany*
Kumaran Ramanathan *IDG Global Services*
Markus Pilzweger *IDG Germany*
Fabio Rizzotto *IDC Italy*
Jason Snyder *U.S. Media*
Marcin Tyborowski *IDG Poland*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

3 APRIL 2017 | VOLUME 47, NUMBER 15 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | QUICK POLL - *page 4* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

IDGE, CEC team up to focus on digital accelerators at AGENDA17

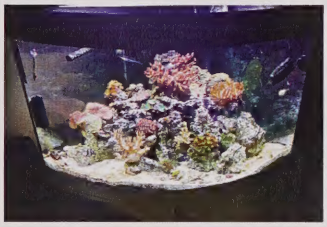
The IDG Enterprise Events team and the CIO Executive Council collaborated for AGENDA17, the conference that aims to give business and technology leaders the tools and insights needed to lead changes.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Strategic Marketing Services' Jason Tenenbown and Matt Naffah talk programs

Quick Poll: Event professionals share successful event initiatives



IDC U.K. IT Technical Support Specialist Adnan Shakoor maintains marine fish tanks.

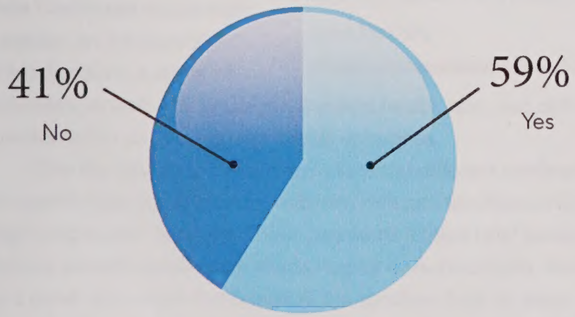
SEE MORE ON PAGE 6

Unsung Hero: IDC Program Manager Alexey Gvozdenko from the Ukraine region.

SEE MORE ON PAGE 8

Question of the week results

Have you ever sailed on a cruise ship?



Log on to www.idgcentral.com to vote on this week's question:

Do you have any pets?

CLICK HERE

IDG

Tech & Marketing News

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and IDG and IC press mentions. To get on the mailing list, sign up here. Recent selections include:

7 Powerful SEO & Management Tools to Make Your Social Media Efforts More Effective (Marketing Land)

Google Pushes Apple Out Of Top Brand Spot (MediaPost)

IT Salary Survey 2017: Tech Pay Holds Tight (For Now) (Computerworld)

Google Pushes Apple Out Of Top Brand Spot (MediaPost)

Demand for Digital Marketers and Content Curators Exceeds Supply in 2017 (The Drum)

IDGE, CEC team up to focus on digital accelerators at AGENDA17

The IDG Enterprise Events team and the CIO Executive Council collaborated for AGENDA17, the third edition of the conference that aims to give business and technology leaders — C-level executives, VPs and directors of Marketing, Operations, Finance, Technology and Innovation — the tools and insights needed to lead changes within their organizations. The March 20-22 event at the Sawgrass Marriott Resort & Spa in Ponte Vedra Beach, Fla., also recognized the winners of the Digital Edge 50 Awards and the Computerworld Premier 100 Technology Leaders Awards, many of whom contributed to the content sessions.

So far, the event, marketed under the Computerword, CIO and CEC brands, has followed the evolution of digital transformation, said IDGE Group VP Customer Experience and Operations/Events **Anne McCrory**. "The first year established what digital transformation entails, last year we looked at how to scale it, and this year's theme was what's next in digital, focusing on what IDC calls digital accelerators, especially the more IT-centric technologies like AI, the Internet of Things (IoT) and augmented reality/virtual reality."

IDG Enterprise's Events group surpassed its attendee goal, with 335 qualified attendees, and exceeded last year's content satisfaction rate with 100% of attendees saying they would recommend the event to a peer. The group came close to its revenue goal, selling out all sponsorships that came with speaking opportunities and pulling in healthy ticket sales among the segment of attendees and companions who were offered paid attendance.

BMC and Citrix signed on as the primary strategy partners, with five other companies in each of two other categories and IDC serving as the event's analyst partner. IDC VP/Security Research **Pete Lindstrom** moderated a session on the potential of blockchain in a range of industries, including financial services and health care, and delivered a presentation on securing the digital enterprise.

> "The first year established what digital transformation entails, last year we looked at how to scale it, and this year's theme was what's next in digital, focusing on what IDC calls digital accelerators, especially the more IT-centric technologies like AI, the Internet of Things and augmented reality/virtual reality."
>
> *Anne McCrory*

Over the course of the last few years and different conferences, the events team has experimented with different timeframes for "lightning round" sessions. These segments feature brief presentations by several speakers on related topics or technologies, followed by a panel discussion that brings all the speakers back to stage and includes audience Q&A. The format originated at the CSO50 conference, which gives each speaker 18 minutes (like a TED talk). For the CIO 100 Symposium, **Maryfran Johnson**, editor in chief of CIO events, gave speakers seven minutes for their presentation; after seeing how articulate the presenters could be in that amount of time, McCrory adopted this approach for AGENDA17. The conference featured two lightning round sessions, one on AR/VR moderated by McCrory and another on IoT and data moderated by IDG Chief Content Officer **John Gallant**, who also moderated the conference.

*L-R: Group VP/Customer Experience and Operations, Events **Anne McCrory**, Computerworld Senior Features Editor **Tracy Mayor**, Computerworld Editor **Ellen Fanning** and IDG Enterprise Events Account Director **Kimberly Andrews**.*

As they did last year, Computerworld Senior Features Editor **Tracy Mayor** and Editor **Ellen Fanning** produced video profiles of select Premier 100 winners. Rather than aiming for a personal profile of two winners, as they did in 2016, Mayor and Fanning interviewed six award winners on different topics and focused on their experience and expertise in those areas. The resulting two five-minute videos (which can be viewed here and here) were shown during the conference. The videos were shot by IDG.tv videographers **Chris Hebert** and **Doug DuVall** under the supervision of Video Producer **Alayne Brady**.

During each lunch break attendees had more opportunities to meet some of the Premier 100 Technology Leader and Digital Edge honorees when they hosted tables and led discussions around their winning initiatives.

The CIO Executive Council's Women in Leadership Community, which aims to raise the visibility of women in the IT profession and grow the pipeline of women entering IT and leadership positions, hosted a lunch with networking and topic-specific discussions. The CEC also contributed a workshop to the conference agenda, held during the last session. Built from content created during a yearlong initiative with more than a dozen CIOs in the CEC, the workshop was designed to help participants bring home their learnings

continued on page 7

OneonOne

Jason Tenenbown and Matt Naffah

IDG Strategic Marketing Services

Tenenbown, global VP of client solutions, and Naffah, senior director, program architecture, are this week's columnists. Reach them at jtenenbown@idgcommunications.com and mnaffah@idgcommunications.com.

In this column, Tenenbown and Naffah share highlights from their recent IDG Sales University presentation Selling More: Turning Products into Programs.

> "Many requests can and should be answered with a product that we have in our portfolio. But, if there are signs of a larger, more strategic opportunity, we want to make sure the team is capitalizing on them."

Q Your Sales University presentation was called, "Selling More: Turning Products into Programs." Can you explain what that means?

A We have two ways that we go to market: products and programs. While this can be confusing, we wanted to provide clarity on what a program should do and when a product might be a window into a larger opportunity. To be more specific, many requests can and should be answered with a product that we have in our portfolio. But, if there are signs of a larger, more strategic opportunity, we want to make sure the team is capitalizing on them.

Our goal with the presentation was to identify requests that lead to program opportunities. We then would outline how we dive into the request so that our response leverages IDG's unique value proposition and delivers against client goals. Finally, we wanted to debunk the misconception that all programs need to be large seven-figure ideas.

Q You mentioned a strategy you call the 3 Whys. Can you explain what this is?

A The "3 Whys" derives from a Six Sigma technique used to explore the cause-and-effect relationships that underline a particular problem. The strategy team has applied this exercise to our consulting model to allow us to better understand the root of a client's complex problem. This is an easy exercise that you can apply during initial client conversations. It is important to note that you do not literally need to ask "why" in a consecutive order. That might not go over well! But, you can come back to this during that conversation to see if there is a bigger issue at hand. You are effectively peeling back the layers of the onion and hopefully spending a little time discussing new challenges. Also, you do not need to stick to three. The best advice is to stop once you feel like you have gotten to the root of the problem; this is easily identified because most clients will run out of insights to provide. See page 7 for a sample from a recent program we developed.

Q Why is it important to get to the real problem instead of just stopping at the request?

A Here is a relatable scenario. If a brown stain were to appear on your ceiling, what would you do? Would you paint over the stain so it disappears? Or would you want to figure out what caused that stain and solve that as well?

It's a rhetorical question. But, you can apply that same logic to marketing. If you have leads that are not converting — do you just fill your pipeline with more? Or, do you ask why and learn that there is another issue at hand? Perhaps, the business lacks credibility and a higher funnel campaign is going to be required.

Again, some clients know exactly what they want. In these cases, we aren't advocating that we push toward an integrated solution. But, if questioning leads to a larger or different problem, IDG can probably help.

Q Can you talk about what the brief is and why it is important?

A The 3 Whys exercise is a great way to figure out the root of the problem and client's overarching goal. Once that is determined, you need to add quite a bit more context. The brief should help gather that context. Having all of the details clarified in a brief will give everyone — the client, strategist, creative team, project management — a road map that we can execute against throughout the lifecycle of the program.

Typically, our briefs cover four key categories: objectives, audience, product and market context. Each category is a new layer of information that will direct IDG in identifying the right ideas, strategies and tactics. Sometimes, in spite of asking for a "big, never-been-done-before idea," the client hasn't framed the issue yet. And we rarely win business when we just throw big ideas at clients. We win when we provide answers to their problems.

The client is also able to use it to manage stakeholder expectations. Finally, the right brief can result in delivering a program on time and on budget. The program architecture team has developed a briefing template that reps are welcome to leverage and use as they are consulting with prospects and clients. You will see this template when you watch the presentation on IDG Central.

Q What are some cautions when using the brief?

A The last thing we want to do is add a new layer of complexity. Additionally, each opportunity is unique. So, one must be flexible in how he or she uses these tools. If you feel like the brief goes too far based on the request, it probably

continued on page 7

Quick poll: Event professionals share new initiatives

The editors of IDG World Update recently asked IDG and IDC events professionals about successful strategies, formats or procedures they have implemented at an event in the past year.

McGoldrick

In the past year we have found evening events have become very popular. Our CIO dinner series has always been in high demand, but clients want more of a speaking engagement. They also want the ability to bring in partners and have them tell their combined-solution story. The dinners are great for that intimate conversation experience but are limited in the number of clients that get a seat at the table and have some kind of structured speaking role.

So this year we started producing Dinner Panel Discussions. The idea is to have a moderated panel discussion during dinner where sponsors can have a speaking role while there is that valuable give-and-take of ideas. The evening begins with cocktails and networking. During dinner an IDG moderator will begin the panel discussion and get the conversation flowing among the panelists. But the moderator also gets the attendees involved in the discussion. He will move around the room to get them to share their insights and ask questions of the panelists. It's kind of a town hall approach and gets the audience engaged in the conversation. This format not only meets the criteria of providing a speaking opportunity but draws a bigger audience. A dinner will typically have six to eight attendees while a dinner panel discussion has 15 to 18. We have found this format is very valuable for alliance marketers that need to get a number of partners at one event to tell a unified story.

— ***Mike McGoldrick****, VP/Events, IDG Enterprise*

> "This year we started producing Dinner Panel Discussions.... We have found this format is very valuable for alliance marketers that need to get a number of partners at one event to tell a unified story."
>
> *Mike McGoldrick*

Zabot

Our focus last year and this year is interactivity — boosting interaction in groups and/or one-on-one meetings to make sure we are providing best possible lead-generation prospects to our partners. Some of the ways we do this are:

- Advisory Boards: Bringing opinion leaders together in the early stages of event organization has had great positive impact on sales and recruitment, as well as providing ideas for interesting projects and speakers.
- One-on-one Meetings Between Partners and Attendees: A great benefit and lead-gen support for our partners that they highly value and nicely converts into revenue for us. We introduce selected attendees to partners for introductory meetings. The dedicated, mobile-friendly, internally developed event-interactivity website, available only to attendees, helps us collect preferences from partners and communicate the meeting schedules to all attendees, among other benefits.
- Break-out Sessions: A combination of two short partner presentations and a case study, followed by discussion that boosts interactivity and opens doors for further talks with partners since they get to know attendees' problems.
- Social Media Campaign for Predictions Event Series: This consisted of a dedicated Facebook fan page, LinkedIn posts and using our colleagues' social media networks to share event content. Supported by an AdWords campaign, it created a nice mix that made the events very visible across the region, brought great traffic to the event website, which nicely converted to registrations.

— ***Veronika Zabor****, conference manager, IDC Spain*

Gill

New for 2017, our Industry Unconference sessions will be attendee-driven meetings where the attendees decide on the agenda and discussion topics for the session. Limited to 20 participants with a broad theme and a neutral facilitator, this informal and flexible program allows the delegates to drive the conversations that are specific to their industry. Industries covered include health, local and central government, primary industries, finance, manufacturing and education.

— ***Yvonne Gill****, senior events manager, IDC New Zealand*

We added a chatbot to the website of our first branded event of the year, CIO Perspectives in Dallas. We worked with a startup that programmed an AI-driven bot to answer basic event questions on topics such as parking, agenda, Wi-Fi information and location. The bot was accessible via Facebook Messenger or SMS. Prior to

continued on page 5

continued from page 4

Quick poll

McCrory

the event, just 12 attendees used it, but another 46 gave it a try after they received a welcome email the day of the event. That was a 43% participation rate among those who gave us their cell phone numbers. We consider this pilot a success and are looking at whether to sign on for this bot on a paid basis, or evaluate other bots that require less up-front work and integrate better with our websites.

— **Anne McCrory**, *Group VP/Customer Experience and Operations, Events, IDG Enterprise*

Nilsson

A big hit at our IT Security event Next-Generation Threats was our Green Rooms Talks in between our keynote sessions. These are panel debates with our keynote speakers that tie in with the subject areas of the event. All speakers sit in comfy chairs on the stage during each other's talks, which makes them highly involved in the messaging and creates a relaxed banter amongst them, which leads to better and more honest panel debates. This format was very appreciated by the delegates and was a big part of receiving a grade of 4.4 out 5 for overall performance.

— **Anna Nilsson**, *event director, IDG Sweden*

Bhattacharjee

During the past year, the IDG Middle East, Africa and Turkey events team has used more social media tools to help increase awareness about conferences before telemarketing begins. We've also rolled out the Twitter Celeb concept to increase our digital footprint with the region's vendor and end-user community. We award up to five prizes to registered attendees or vendors who tweet the most about the event in the days leading up to it and through to its end. Many of the attendees visit partner stands and tweet photos with the partners, which has increased interactions onsite and has worked as a door opener for our future sales discussions with potential sponsors for IDC events. Most often the top prize is an overnight stay for two at the luxury hotel where the event is held. We promote the Twitter Celeb initiative on the event website, during telemarketing calls, at registration, in email advertisements, in the on-site conference book and during the event itself. Attendees qualify for the prizes they've earned only if they are present during the announcement of the winners, which takes place at the end of the event and ensures there is a good crowd in attendance right up until the event's conclusion.

We also have a Treasure Hunt Questionnaire. These are questions that compel attendees to interact with each other as well as with partners. Some of the past questions have been:

- Find a peer from your vertical and tweet a picture. (This enhances end-user networking; usually they network with partners, but this encourages them to connect with each other.)
- Find X from partner Z and tweet a pic.
- Find X from IDC or from partner Z and ask him his favorite color.
- Which partner has a tagline that says X?
- How many office does partner Z have in the Middle East?

— **Ronita Bhattacharjee**, *associate vice president, IDC Middle East, Africa and Turkey*

IDG WORLD UPDATE

Klein

We took Ronita Bhattacharjee's Twitter Celeb idea, which we read about in IDG World Update, and created the TweetBoss contest for the AGENDA17 conference. We had a competition within our group to name this Twitter contest. We began promoting TweetBoss to attendees in retention emails nearly a month before the event, and there was onsite TweetBoss signage as well as promotion in the AGENDA17 guide. Attendees were asked to tweet about the event using the hashtag #AGENDA17 before the conference started, during the conference and afterward; we even provided a few sample tweets to get people started. People posted tweets, photos and videos from sessions, during breaks and from the Premier 100 and Digital Edge 50 gala awards dinner. Onstage, we ran slides with running tallies throughout the three-day conference announcing who was in first, second and third place, which kept people engaged and tweeting more. There were no prizes, merely bragging rights, and winners were announced a few days after the end of AGENDA17 so we could tally the post-event tweets. We had 3,500 tweets from last year's AGENDA16 with no TweetBoss promotion and 4,500 tweets this year with it. It was a completely free promotion that got us 1,000 extra tweets, 200 more retweets and 9.8 million total impressions.

> "We took Ronita Bhattacharjee's Twitter Celeb idea, which we read about in IDG World Update, and created the TweetBoss contest for the AGENDA17 conference."
>
> *Dayna Klein*

— **Dayna Klein,** *marketing and social media manager, IDG Enterprise Events*

Offsite profile

IDC U.K. tech support specialist says "tanks for the anemones"

After a day at the office many people come home to a dog or a cat. IDC U.K. IT Technical Support Specialist **Adnan Shakoor** comes home to clownfish, tangs and other fish, all living among exotic Purple Tip Hammerheads and Warpaint Scolymia corals in his two marine fish tanks.

Shakoor said he became interested in keeping fish as a young child when he visited public aquariums and saw those of various family members. "One was given to me, and my passion grew," he said. He has had marine fish tanks, which differ from saltwater aquariums in that they are not fish-only habitats but have a variety of sea creatures and corals as well as fish, for the last six years.

"I currently have seven fish, one shrimp, two starfish and various snails and hermit crabs, not including all the other little worms and creatures that live in the rocks and sand," he said. There are also a variety of corals — Purple Tip Hammerhead, Frogspawn, Warpaint Scolymia, Kenya Trees and Zoas — as well as anemones ("Nemo's home," he said).

***Adnan Shakoor** has had a lifelong interest in aquariums.*

Shakoor said keeping marine fish tanks is "a really good way to calm yourself and gain some peace. When you start watching a fish tank you can easily lose track of time just relishing the peace and serenity that the fish are displaying in your piece of the ocean. Also, as a marine lover, I think it is our responsibility to safeguard reefs around the world. If we are able to protect these species in a domestic setting we can then collectively help rebuild reefs that are being affected by global warming."

The lifespans of his aquatic menagerie can range from three years to 30, depending on conditions such as temperature and the chemical balance of the water, he said. He stocks his tanks with creatures from local hobbyists and shops in London and Leicester. He has bred fish in the past — "I sold a spawning pair of Maroon Clownfish as breeding and selling captive fish is a great way to reduce the demand for fish taken from the ocean" — but no longer does due to time constraints.

Shakoor's current tank includes a variety of sea life.

Shakoor currently has a 350-liter (92-gallon) corner aquarium and 150-liter (24-gallon) unit and is planning to upgrade to a four-foot, 400-liter (105-gallon) tank. "There can be a lot of maintenance, depending on how your system is set up," he said, "but I currently spend one to two hours a week on my tanks, which includes some housekeeping, water changes and top ups."

Shakoor said he learned how to create and maintain marine tanks from a variety of sources, including an aunt, the owners of a tropical fish shop in Leicester and Internet forums and websites. "I joined a few Facebook groups as that is one of the best places to ask questions of a wide number of people from across the world."

He added that his dream tank would be 12-by-4-by-4-feet. "In it I would have a variety of corals and fish with invertebrates. It would be a reef of its own with 50-plus fish including some rare tangs such as the black scopas tang and the gem tang. I would need all that space to house the tangs, which require a lot of swimming space."

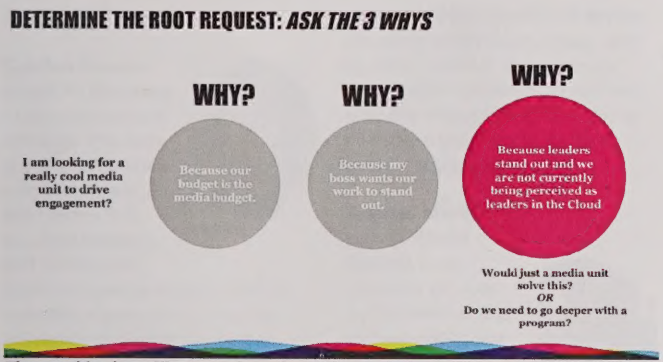
For more information contact Adnan Shakoor. ■

On the lookout for outside interests

Do you have an interesting outside-the-office activity or volunteer pursuit that's an important part of your life, or do you know a colleague who does? Send a brief description to world_update@idg.com and the editors will contact you. Some of the stories previously have featured a book author and editor, a poet and performance artist, and a roadrace organizer whose event fundraises for ALS research.

continued from page 3

One on one


DETERMINE THE ROOT REQUEST: *ASK THE 3 WHYS*
I am looking for a really cool media unit to drive engagement?
WHY?
Because our budget is the media budget.
WHY?
Because my boss wants our work to stand out.
WHY?
Because leaders stand out and we are not currently being perceived as leaders in the Cloud
Would just a media unit solve this? *OR* Do we need to go deeper with a program?

The graphic above illustrates how the 3 Whys technique can be used to uncover the larger issue the client is looking to solve.

does. Other times, the brief might not go far enough. The amount of digging you do should align with the complexity of a marketing challenge. If there is a large issue, we recommend reaching out to the SMS Program Architecture team to discuss the current scenario and best path forward.

Q What is the best way to work with your team?

A It's funny, we asked ourselves this very question last year. We wanted to determine which behaviors were best correlated with success. We felt that if we could isolate those behaviors and share them with the sales team, we could improve efficiency and win rate.

> "It bears repeating, please feel free to bring us in early. If a program isn't necessary, that's fine. We are happy to sit quietly and learn something as you sell away. But, if there is an opportunity, we would love to be there with you as a partner from the start."

Last May, we performed an analysis of every proposal that a program architect worked on during the previous 12-month period. There were some interesting data points. But, the most indisputable data point dealt with when to include the program architects in the process. Sellers sometimes feel like it might be too early to include us or that they should wait until they have an RFP. But, the data says otherwise. Last year, we were two times more likely to win business if we were heavily involved in client conversations from the outset. We shared this data point with sales management last June and our win rate is up significantly since.

But, it bears repeating, please feel free to bring us in early. If a program isn't necessary, that's fine. We are happy to sit quietly and learn something as you sell away. But, if there is an opportunity, we would love to be there with you as a partner from the start. ■

continued from page 2

AGENDA

AGENDA17
STRATEGY > ACTION

*L-R: Event Content Specialist **Mollie Moran**, Group VP/Customer Experience and Operations, Events **Anne McCrory**, Registration Coordinator **Brittany Angel** and Senior Event Planner **Shay Egan**.*

from the conference and own their role in digital transformation at their organizations.

As a new way to generate excitement and visibility for AGENDA17, Marketing and Social Media Manager **Dayna Klein** conceived and managed a Twitter competition named Tweet Boss (so named after an events department competition, with the winning name submitted by VP of Content Development and Strategy **Derek Hulitzky**). While tweeting was encouraged at previous AGENDA conferences, a formal program with bragging rights energized the effort. Attendees were asked to use the hashtag #AGENDA17 before, during and shortly after the conference, and the race for the top contenders was publicized onstage with slides showing running tallies. "The feed was much more colorful this year, with more human interaction, tweets with fun pictures and not just screenshots of presentations," McCrory said. (For more details on Tweet Boss, see page 5.)

The final evening featured a gala awards dinner. The Digital Edge 50 Awards recognized a select group of digital achievers whose organizations have made great strides toward being a digital-centric business. Winning entries span more than 15 industries and seven countries outside the U.S. — Australia, Belgium, China, France, India, Singapore and Switzerland. Entries were judged by a panel of executive peers, including past winners, who evaluated projects on complexity, scale, business outcomes and innovation.

The Computerworld Premier 100 Technology Leaders award recognized leadership excellence among senior IT executives. Nominees are invited to complete a survey that addresses a number of topics, including their background and experience and their attitude toward risk and innovation. Judges used Computerworld's IT Leader Index, a measurement of how closely an individual matches CW's definition of the IT Leader, to analyze the data and select the winners.

For more information contact Anne McCrory. ■

noteworthypeople

New employees

Svetlov

Kristina Svetlov joins **IDG Germany** as a junior account manager. Previously a student trainee with Metafinanz, she holds a B.A. in public relations and communications management and an M.S. in industrial management from the University of Applied Science in Mittweida, Germany. In her free time she enjoys snowboarding, knitting, photography and design. ksvetlov@idgbusiness.de

Savchenko

Previously a marketing project manager with Easyfairs Deutschland, **Kateryna Savchenko** is **IDG Germany**'s new events project manager. She studied sociology at Friedrich Alexander University Erlangen in Erlangen, Germany. She enjoys skiing, travel and hiking. ksavchenko@idg.de

Soohoo

New at **IDC Framingham** is **Stacey Soohoo**, research manager, Customer Insight and Analysis; she previously worked at Emerson Hospital in Concord, Mass., as a healthcare business and data analyst. She earned a B.S. in economics and biology from Brandeis University in Waltham, Mass., and an MBA and M.A. in economics from Boston University. In her free time she enjoys hiking and baking ("I make a great apple crumble cake!"). ssoohoo@idc.com

Martin

Arianne Martin joins **IT World Canada** as an audience services representative. She studied public relations at Humber College in Toronto, Ontario, and is an avid videogamer and reader. amartin@itwc.com

Returning employees

Capalbo

PETER SHORT

IDC Framingham has rehired **Kevin Capalbo** as director, Major Financial Accounts. He previously worked for IDC for 15 years and worked as a VP of Custom Solutions, managing the relationship with EMC, Dell and other major technology vendors. He was recently client director with Everest Group. He holds a B.A. in marketing from Nichols College in Dudley, Mass., where he was recently appointed to the Board of Advisors. In his free time he enjoys hockey, antique cars and home renovation. kcapalbo@idc.com

New from IDG Corporate Marketing

IDG Corporate Marketing has added several new items to its internal marketing resources site, IDG1. These include:

- A taxonomy sell sheet and revised pricing slide for Pipeline Activator from IDG
- Two CMO Perspectives videos featuring Dell and ServiceNow
- New HR/Hiring images for social media promotion
- IDG Events video bite
- Revised cover photos for IDG Linkedin profiles

To request a password for IDG1, contact Content Marketing Specialist Lauren Kirchberger.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Nicoletta Puglisi *IDC Italy*
Peter Nyström *IDG Sweden*

15
Premila Gokani *IDC U.K.*

14
Angela Chen *IT World Canada*

12
Serena Da Rold *IDC Italy*

11
Yasmina Benjelloun *IDC France*

10
Sasithorn Sae-lao *IDC Thailand*
Jeff Radecki *IT World Canada*

9
Richard Lee *IDC China*

8
Adeline Phua *IDC Singapore*

6
Storm Liu *IDC China*
Jaideep Mehta *IDC India*
Emma Thornton *IDG U.K.*
Franco Spinelli *International Controller's Office*
Roberto Alunni *IDC Middle East, Africa & Turkey*

4
Glorie Perez *IDC Philippines*
Kai Rong Neo *IDC Singapore*
Andrew Buss *IDC U.K.*
Ko Shikita *IDC Japan*

3
Ashish Pandey *IDC CCR*
Kenneth Tan *IDG Global Solutions*
Charlotte Jee *IDG U.K.*

2
Anoop Venkatachala *IDC CCR*
Julia Kärgel *IDG Germany*
Laura Petrone *IDC U.K.*
Edgar Hernandez *IDC Mexico*
Erin Hur *IDG Korea*

1
Erica Liu *IDC China*
Jacky Xue *IDC China*
Sawan Bharadwaj *IDC India*
Rupak Kumar Majumder *IDC CCR*
Deepa Manjunath *IDC India*
Trista Efendi *IDC Malaysia*
Alex Yuen *IDC New Zealand*
Uma Choudri *IDC CCR*
Simone Gelmetti *IDC U.K.*
Diana Maratinez *IDC Mexico*
Taher Abdel-Hameed *IDC Egypt*
Chorouk Khoudari *IDC North Africa*
Stefan Liptak *IDC CEMA*

A supreme honor

On March 22, 2017, **Leigh Mills**, IDG's Associate General Counsel and member of the Alumni Board of Directors of the University of Massachusetts School of Law, was sworn into the Supreme Court of the United States Bar. "Very few practicing attorneys ever have the opportunity to visit the Supreme Court of the United States in-session. Having the oath delivered by Chief Justice Roberts was an incredible honor and truly a once in a lifetime experience," Mills said.

unsunghero

Alexey Gvozdenko

Program Manager

IDC Ukraine, Belarus, Armenia and Georgia

***Vladimir Pozdnyakov**, regional manager, IDC Ukraine, Belarus, Armenia and Georgia named Program Manager **Alexey Gvozdenko** his team's unsung hero. "Alexey is the most responsible and disciplined analyst on our team," he said. "He never misses deadlines, and his time-management abilities are far above any expectations. Every task he is responsible for is completed on time and with the required quality."*

Name
Alexey Gvozdenko

Home
Kiev, Ukraine

Joined IDC
June 2005

Career path
Research analyst; senior research analyst; program manager, Imaging Printing and Document Solutions, Commonwealth of Independent States

Primary job responsibilities
Managing large-format printer research in the Central and Eastern Europe and Middle East/Africa (CEMA) region; managing imaging printing and document solutions (IPDS) research in Ukraine, Belarus and a number of other former USSR countries; supervising IPDS research in former USSR countries excluding the Baltic nations. I also participate in various custom projects. The most interesting ones were probably a market entry strategy assessment for one vendor and a channel mapping and assessment for one market segment.

Three things I do in a day's work

- Come to the office.
- Define the highest priority tasks for the day.
- Do them.

What I love most about my job
When you work on a complex research project, you think about it constantly, trying to understand how you can improve it or find something that you might have missed. When you know the job is finished to the best of your abilities, you become calm, which is a great feeling.

*IDC Ukraine Program Manager **Alexey Gvozdenko** joined IDC in 2005.*

A hot-button issue I'm dealing with on the job
Exploring new research areas, both in the established markets, such as point-of-sale equipment, and the new, dynamically developing research segments, such as the Internet of Things.

Latest accomplishment
Taking over the management of large-format printer research in the CEMA region.

What I'm doing to be a better employee
Continuing to learn from my own and others' experiences.

Interests outside the office
Football — I've been an FC Dynamo Kiev fan since 1985 — and Formula One racing.

What others can't tell just by looking at me
I can still do more than 20 pushups.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Alexey Gvozdenko *IDC Ukraine, Belarus, Armenia and Georgia*
Anne McCrory *U.S. Media*
Matt Naffah *IDG Strategic Marketing Services*
Vladimir Pozdnyakov *IDC Ukraine, Belarus, Armenia and Georgia*
Adnan Shakoor *IDC U.K.*
Jason Tenenbown *IDG Strategic Marketing Services*
...and all the Quick Poll contributors.

IDG World Update
EMPLOYEE NEWS AND INFORMATION
29 MARCH 2017 | VOLUME 47, NUMBER 14 | WWW.IDGCENTRAL.COM

A letter from China Oceanwide Chairman Zhiqiang LU

March 29, 2017
Zhiqiang LU
Founder and Chairman
China Oceanwide

Dear IDG Employees,

I am very excited to announce the official completion of the acquisition of IDG by China Oceanwide and IDG Capital. Following the closing of the transaction, China Oceanwide is now the controlling shareholder of IDG's operating businesses, including IDC and IDG Communications, and a minority shareholder of IDG's venture business.

Today represents the start of a new era for China Oceanwide, IDG and IDG Capital. On behalf of China Oceanwide, I would like to welcome you all to the Oceanwide family of portfolio companies. We are all inspired and we look forward to a bright future together.

> "Today represents the start of a new era for China Oceanwide, IDG and IDG Capital. We are all inspired and we look forward to a bright future together."

Through your hard work and dedication, IDG has become the leading global media, market research and venture company that engages the most influential technology vendors and buyers. IDG operates in 97 countries around the world, providing global audiences with timely and comprehensive media, data and other services that help shape the development of the technology industry.

As most of you know, IDG's connection to China extends more than 30 years. Mr. Patrick McGovern had the foresight to be an early mover in China back in 1980, and today IDG is recognized as one of the most successful foreign publishers in the China market.

China Oceanwide Chairman **Zhiqiang LU**

IDG represents an enduring part of Mr. McGovern's legacy and we celebrate his tremendous accomplishments. Not only did he create an enviable business with a global reach and influence, but he also developed a team and fostered a culture that is a global benchmark for success. I would like to take this opportunity to express my deepest appreciation both to Mr. McGovern, as well as to every IDG employee, for your dedication and hard work that helped build IDG into what it is today.

For those of you who may not be familiar with us, China Ocean-

continued on page 2

wide first started in 1985 in Weifang, a small city in Shandong province on the east coast of China. During the past three decades, we have capitalized on China's liberalization and market reform to grow from an educational training, technology service provider into a large conglomerate with well-established and diversified businesses across the world including operations in financial services, real estate assets, energy, media and culture, technology and strategic investment. We're excited by the addition of IDG as it further accelerates our global expansion efforts; our businesses now span around the world across five continents.

At China Oceanwide, we have a deep-rooted corporate culture with values centered on the principles of diligence, faith, loyalty, dedication, entrepreneurship, innovation, aspiration and ambition. Similar to Mr. McGovern and IDG, we take seriously our corporate responsibility as a steward for our community and our staff, and we encourage the unified pursuit of social, corporate and personal goals, responsibilities and interests. In the past three decades, China Oceanwide has donated around US$1 billion to social causes and public charity foundations with a focus on poverty alleviation, disability awareness, disaster relief, environmental protection, education, culture and the arts.

> "We plan to continue to grow IDG's market-leading position, promote new business innovation, and open up new market opportunities while providing customers with even better services and products."

As IDG's new shareholder, we will spare no effort to share with our IDG colleagues our resources, expertise and knowledge, based on our more than 30 years of operations and development. We see synergies between our existing businesses that IDG will be able to leverage. For example, our strong business network in China can help further grow IDG's China businesses, especially in the fast growing IT sector.

We want to continue to foster IDG's success and this includes providing resources from top to bottom across the organization. We will support and empower the current management team by providing deep financial and commercial resources and strategic guidance that will drive IDG's growth and expansion and further strengthen its leading position in the market.

We have a strong belief that the success of a company cannot be sustained without the contributions and achievements of individual employees. We highly value our employees and their contributions. We will share our success with our employees.

With exciting new developments in technology driving rapid change to business models, consumption trends and day-to-day life across the world, IDG is well positioned to benefit as a leading voice for the industry. I am confident that together we will open a new era and look forward to working together with you to take IDG to even greater heights, while creating outstanding value for our customers and stakeholders, and to the world, as well.

We share a common goal – to build on the legacy and create an even better version of IDG that will drive business results and capitalize on the opportunities of the future, while serving as a platform for every employee to feel empowered, recognize their value and realize their dreams.

I want for IDG to feel a renewed sense of spirit and energy with our added support. We plan to continue to grow IDG's market-leading position, promote new business innovation, and open up new market opportunities while providing customers with even better services and products.

IDG has already carved a place in history as a truly great company and a remarkable business success story. We are all inspired by what IDG has accomplished in its first 50 years, and we look forward to what the next 50 years, and more, will bring.

With best regards,

Zhiqiang LU

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

27 MARCH 2017 | VOLUME 47, NUMBER 13 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-6* | ANNIVERSARIES - *page 7* | THE LAST WORD - *page 8*

IDC takes to the high seas to mark 10th Middle East CIO Summit

This year's conference, which drew more than 80 CIOs from the region, took place aboard the Royal Caribbean's Vision of the Seas cruise around the Arabian Peninsula.

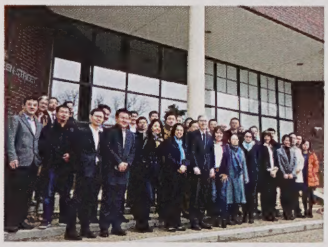
SEE MORE ON PAGE 4

Also inside

Third-party revenue SDC members gather in Lisbon

CIO Executive Council site wins design award

One on one: IDG TechNetwork Director of Sales/ West Coast Rick Currier



IDC China hosts 23 IT leaders at Directions in Boston and arranges visits to IDC Framingham and MIT.

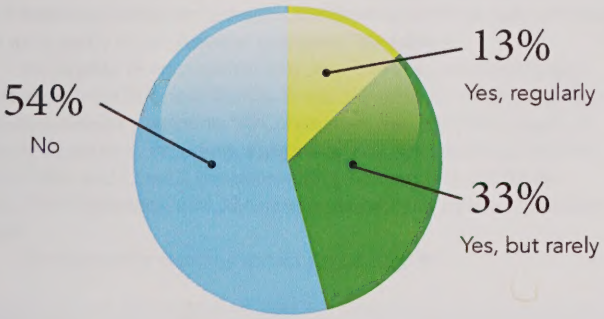
SEE MORE ON PAGE 6

Graphics tips: simple ways for non-design professionals to create interesting images.

SEE MORE ON PAGE 8

Question of the week results

Do you play a musical instrument?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever sailed on a cruise ship?

CLICK HERE

IDG Tech & Marketing News

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

How AI, MachineLearning Will Impact Tech Recruiting (CIO)

Native Ad Spend to Reach $22B This Year in the U.S., Comprising 52.9% of Display Ad Investment (The Drum)

Facebook Is Finally Offering Header Bidding to Publishers on a Broader Scale (Adweek)

Publishing To See Continued Declines In Ad Revs (MediaPost)

Third-Party SDC members hold mini gathering at Digiday Summit in Lisbon

L-R: ***Ole Evers, Jesper Landén*** *and* ***Simon Jary*** *at last month's Digiday European Publishing Summit.*

In February, **Ole Evers**, IDG Germany director of business development; **Jesper Landén**, IDG Sweden publishing director; and **Simon Jary**, U.K. publishing director met up before the Digiday European Publishing Summit in Lisbon, Portugal, for a day's mini Third-Party Strategic Development Council (SDC) meeting. They discussed a range of topics including traffic decreases due to Google's Phantom V algorithm update, affiliate revenue initiatives and, most importantly, platform opportunities.

"There was much discussion at Digiday about monetizing platforms such as Facebook Instant Articles and Google AMP (Accelerated Mobile Pages), and it would be great for our SDC to look further into this to ensure we maximize revenues from these sometimes hostile platforms," Jary said.

"Platforms are nothing new. Any business with a high audience from search is effectively working on a Google platform, from search on Facebook, Twitter or LinkedIn, and from an affiliate point of view we exist partly on an Amazon platform," he added.

At Digiday Evers, Landén and Jary joined a panel with representatives from Business Insider, Reed, Sanoma, News UK and Apple News to discuss platforms. SDC members also met with a pack of demand partners, including: Kargo (mobile), Sharethrough (native), PulsePoint and OpenX (programmatic), Sourcepoint (ad blocking), First Impression and 33Across (network) and Eyeota (audience data).

For more information, contact Simon Jary. ■

IDG gets social

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

CIO Executive Council site wins San Diego Advertising Award

EXECUTIVE COUNCIL
Meet the Executive Team
Member Login
Pathways Login
Employees

The CIO Executive Council's Executive Team and other employees are featured on the award-winning site.

Movetic Inc., the design firm behind the CIO Executive Council's (CEC) public website, revamped in June 2016, received a bronze ADDY for its work on the site at the 2017 San Diego American Advertising Awards, which recognizes excellence in advertising, digital and graphic design. The CEC site was honored in the Online/Interactive Mobile Website category.

"This well-deserved marketing recognition highlights the hard work put in by our in-house teams and external collaborators at Movetic Inc., for design and Latin & Code LLC as the driver for all brand strategy including our new messaging," said CIO Executive Council President **Pam Stenson**. Both companies, which have offices in San Diego, have been the Council's partners for the past year and half.

In addition to Stenson, CEC senior leadership team members who worked on the new site were Senior Director/Client Relations **Kathryn Marston**, VP/Global Sales **Kathy Sullaway**, Director/Strategic Content **Tim Scannell**, Director of Leadership Development **Rari Hilditch** and Senior Web Engineer **Steve Wills**.

There were 290 entries for this year's competition, and the CEC site was among 27 companies recognized with an award.

Contact Pam Stenson. ■

Share your news!

Employees at any IDG or IDC business unit are invited to share news about what their group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Tell us about an office mate with an interesting hobby or volunteer activity. If you tried a new marketing strategy for an event that was effecgtive, let us know. Or anything else! Send your tips to world_update@idg.com and the editors will take it from there.

OneonOne

Rick Currier

IDG TechNetwork

IDG TechNetwork's director of sales, West Coast is this week's columnist. Reach him at rick_currier@idgtechnet.com.

> "Clients are seeking real-time data to determine how their display campaigns influence end-user actions, evidence of how we can guide a user through specific stages in the purchase funnel and greater insight into the digital footprint of the leads we provide through demand generation."

Q What is the IDG TechNetwork?

A IDG TechNetwork started in 2007 as a technology-focused ad network, but our business has transformed over the years to match the buying capabilities and needs of the market. Today, IDG TechNetwork is a full-service media company incorporating research, video, display, custom content, data, lead gen, social, programmatic and more across our owned and operated sites, network of partner sites and across the greater web through our inventory acquisition strategy.

Q Are IDG TechNetwork's customers traditional IDG advertisers or an expanded universe?

A The majority of IDG TechNetwork's direct customers fall into the B2B and B2C technology vertical; our top five advertisers year-to-date are Intel, Microsoft, Cisco, HPE and LogMeIn. However, the value of our scale and data-driven targeting allows us to work with many non-endemic verticals outside of IDG's typical scope such as automotive, education, travel/tourism and pharma, to name a few examples. The diversity of our capabilities is a strong differentiator in broadening our revenue streams through new marketing partners. As an example, programmatic is an excellent channel for opening new revenue partnerships because its primary emphasis is on data-driven audience buying. Based on the nature of our editorial content, IDG attracts a well-educated, affluent audience that represents premium inventory to many non-tech industries. Tech will always represent the low hanging fruit for our sales team, but we'll continue to see revenue growing in many non-tech verticals.

Q What common themes are you hearing from customers these days?

A It's all about the data. Clients are actively seeking publisher data to help plan, execute and track campaigns. Clients have always leaned on publishers like IDG to provide data to validate and guide their go-to-market strategy. We have traditionally been able to provide this level of data through our in-depth research. Now, clients are seeking real-time data to determine how their display campaigns influence end-user actions, evidence of how we can guide a user through specific stages in the purchase funnel and greater insight into the digital footprint of the leads we provide through demand generation. Clients want data to make their media "smart" to cut down on waste, shorten sales cycles and help show attribution between awareness and demand-driven tactics. We continue to address the market needs around data and work closely with [IDGTechNetwork SVP/Data Strategy] **Neil Glass** to innovate and calibrate our data-driven strategy.

Q You referenced clients' interest in enhanced data vis-a-vis their display campaigns. Are you seeing changes in the performance of display advertising? (As IDG CEO Michael Friedenberg recently noted, "display is the new print.")

A I wouldn't say we're seeing the demise of display advertising, but rather the evolution of it When your benchmark for success is less than 1% of the target audience clicking on the ads, that's a real challenge for advertisers achieving an effective ROI on their marketing budgets. In addition, users are implementing ad blocking technologies to remove the banner advertisements from their surfing experience. As marketers, we need to evolve our tactics to help advertisers connect in more authentic ways with their audience targets. Harnessing the developments in data, native and content will enable our division to create more authentic advertising connections with our audience in a more effective and less obtrusive manner. At TechNetwork, we've always embraced the change that is ever-present in our industry, and we will continue to leverage our core strengths to evolve our offerings based on market demands in order to rise above the competition.

Q What are some ad network trends that impact IDG TechNetwork, and how has the sales team responded?

A About a year ago the self-proclaimed founder of ad networks — AppNexus CEO Brian O'Kelley — eulogized the death of ad networks. With the introduction of automation and data-driven buying, traditional ad networks started to make less economic sense for many publishers represented in the ad network space. This is also true for marketers that could access audiences anywhere through exchanges offered by demand side platforms. Recognizing the economic forces at play, we adapted our business model by incorporating premium owned and operated sites — PCWorld, Macworld, TechHive and Greenbot — into our network as well as launching IDG.tv. Through our integrated platform, our sales team has the

continued on page 7

IDC takes to the high seas to mark Middle East CIO Summit's 10th anniversary

Royal Caribbean's Vision of the Seas cruise liner set sail from Dubai, U.A.E., earlier this month for a week-long tour of the Arabian Gulf. Joining the other passengers on the captain's manifest were 80 CIOs from the region who signed on for the first floating version of IDC MEA's annual Middle East CIO Summit. "IDC's Middle East CIO Summit has been at the forefront of ICT thought leadership in the region for 10 years now," said **Ronita Bhattacharjee**, IDC MEA's associate vice president for conferences. "As such, we decided to literally push the boat out this year in order to celebrate the Summit's 10th anniversary and say a big thank you to all the CIOs who have made the event such an established success."

Attendees of the Summit, which targets only the most senior ICT leaders from the region's most influential public and private sector organizations, boarded the cruise liner on March 6. The conference itself took place on March 7-9, and delegates were given the option to stay onboard for the remaining three days of the cruise at no additional cost, with 60% of the attendees taking up this option. They were also invited to bring their families along, which many took advantage of.

*IDC VP of Research, DevOps **Stephen Elliot** was one of four Framingham, Mass.-based speakers.*

The theme of this year's Summit was "Enabling Dynamic Change for the Digital Era" and focused largely on the quest for digital innovation through the implementation of innovation accelerators such as robotics, AR/VR, next-gen security, the Internet of Things, cognitive systems/artificial intelligence and 3D printing.

The keynote speaker was **Meredith Whalen**, IDC's global senior vice president for IT executive, software, services and industry research. There were also numerous widely respected end users speaking at the event, including Mohamed Elfatih Abuagla, CIO of Al Jazeera Media Network, and Brigadier Khalid AlRazooqi, general director of smart services at Dubai Police.

*The IDC Middle East CIO Summit events team included (l-r): **Shabana Mahadiwala, Merveil Varghese, Rami Bhardi, Jely Gonzales, Ronita Bhattacharjee, Sughand Tolani, Sucharita Rao** (front), **Adeeb Shaikh** (back), **Yash Dogra, Deepa Ahuja** and **Vedashree Kate.***

*IDC Global SVP for IT Executive, Software, Services and Industry Research **Meredith Whalen** delivered the keynote.*

Joining them were three other prominent thought leaders from IDC's global headquarters in Framingham, Mass. — **Stephen Elliot**, vice president of research for DevOps; **Mike Rosen**, vice president of research for strategic architecture; and **Pete Lindstrom**, vice president of research, for enterprise security — together with **Steven Frantzen**, IDC's senior vice president for Europe, the Middle East, and Africa, and a number of senior figures from Middle East headquarters in Dubai, including **Jyoti Lalchandani**, IDC's group vice president and regional managing director for the Middle East, Africa, and Turkey.

The event's organizers responded to feedback requests from previous Summits for more niche content by introducing a number of intimate focus groups that gave

> "Being onboard a luxury cruise ship for an ICT conference was a truly unforgettable experience."
> *Brigadier Khalid AlRazooqi, Dubai Police*

continued on page 5

continued from page 4

CIO Summit

the CIOs even more choices to tailor the Summit to their own individual needs. The conference hours were also shortened to half days, providing delegates with more free time to enjoy the other facilities and entertainment onboard.

IDC invited 80 CIOs to attend the 10th Middle East CIO Summit aboard the Vision of the Seas cruise liner.

And back by popular demand were IDC's popular IT Executive Program workshops, with sessions held on the following topics:

- Developing Skills for the Digital World
- DevOps Practices that Deliver Transformation and Cost Reduction
- Leading in 3D: 100 Days to Set the Stage for Digital Transformation
- The Shortcomings of Bimodal IT: Digital Transformation Demands a Full-Spectrum Leadership Model
- The CIO's Guide to Strategic Architecture: How to Use Architecture as a Tool for Digital Transformation
- Cost-Benefit Analysis for Security Programs.

IDC CIO SUMMIT 2017 MIDDLE EAST
Enabling Dynamic Change for the Digital Era
10th Anniversary

There were 18 sponsor partners, including Dell EMC, Intel, Etisalat and Schneider Electric. "Sponsors get to engage in some very high-level networking and position themselves alongside an event that is respected throughout the Middle East's ICT community," Bhattacharjee said. "They are given a platform to showcase their thought-leadership credentials to the industry's most influential end users and can then interact directly with high-value prospects who have proven budgets to spend."

Bhattacharjee also stressed that it is the high-caliber nature of the CIOs themselves that serves as the main attraction for sponsors. "The attendees are the heartbeat of the CIO Summit," she said. "They are the primary reason why vendors look to associate themselves with the event. It is also strictly invitation-only, so attendees cannot buy their way into the Summit. This ensures that only the region's most influential CIOs attend, which also ensures that vendors keep coming back for more."

> "Lots of the delegates enjoyed participating in our daily treasure hunts, which saw them seeking out and tweeting photos with IDC SVPs and finding answers to Summit-specific questions in a bid to win holidays to Georgia, the Seychelles, and the Maldives. These were fun activities designed to encourage attendees to network with their peers and the event's partners."
>
> *Shabana Mahadiwala*

Shabana Mahadiwala, IDC's conference director for the Middle East, said that expenses for this Summit were much lower due to the fact that Royal Caribbean offered an all-inclusive package. "If we had to hold the Summit at a hotel," she said, "we would be charged for room rentals, food and beverage, a gala dinner and other expenses such as booth production, elaborate audio-visual set-ups, etc., which we didn't have due to the unique nature of this year's venue."

Marketing the Summit took a double track — one to potential sponsors and one to potential attendees. "The offer of an all-expenses-paid seven-day cruise proved particularly appealing for the CIOs," Mahadiwala said. A website was created for the event, and there were campaigns conducted on Twitter and via e-mail, as well as regular press releases.

The event's mobile app proved hugely popular, according to Mahadiwala, with a new feature enabling sponsors and attendees to message each other directly through the app. "This enabled greater networking during the conference and also informally once the event had closed," Mahadiwala said. "We also used the mobile app for rating speakers, conducting polls and surveys, and giving away raffle prizes.

"The fact that the Summit was hosted onboard a cruise liner meant that the event had many lighthearted moments," Mahadiwala continued. "Lots of the delegates enjoyed participating in our daily treasure hunts, which saw them seeking out and tweeting photos with IDC SVPs and finding answers to Summit-specific questions in a bid to win holidays to Georgia, the Seychelles and the Maldives. These were fun activities designed to encourage attendees to network with their peers and the event's partners."

"Being onboard a luxury cruise ship for an ICT conference was a truly unforgettable experience," said Brigadier AlRazooqi of the Dubai Police. "The unique setting provided a genuinely relaxed environment in which to network with fellow CIOs from around the region, and I wish to thank IDC for their incredible hospitality while hosting this 10th anniversary CIO Summit."

For more information visit the website or contact Ronita Bhattacharjee. ■

IDC China hosts IT leaders at Directions in Boston

Group also visits IDC headquarters in Framingham, McGovern Institute

For the second year, IDC China hosted a group of IT leaders at the U.S. IDC Directions conference. A group of 23 Chinese executives from 11 leading companies including Huawei, H3C, Tencent and Inspur spent several days visiting Boston, Framingham and Cambridge, Mass., attending the 2017 IDC Directions at Hynes Convention Center, IDC's headquarters and the McGovern Institute for Brain Research. Last year, a contingent from China attended IDC Directions in San Jose, Calif.

The group visited IDC's Framingham headquarters on the day before Directions, where they were welcomed by IDC CEO **Kirk Campbell** and members of IDC's worldwide senior management team. Campbell offered a brief introduction to IDC's global business and IDC Chief Research Officer **Crawford Del Prete** shared his views about the challenges and opportunities for Chinese IT companies to expand their business in the global market. The briefings were followed by an interactive Q&A session, in which the Chinese visitors raised specific questions related to their respective businesses and got detailed feedback from IDC senior analysts in the corresponding fields. In the afternoon, they met in small groups with a number of U.S. analysts focusing on a variety of topics including AI, IoT, smartphones, AR/VR, industry cloud, enterprise infrastructure and more. The meetings turned out to be such a success that many of the Chinese executives and IDC analysts decided to continue their discussions after this trip.

*IDC President and CEO **Kirk Campbell** welcomes the group to IDC's Framingham headquarters.*

At Directions, the group participated in its four general session keynotes, a variety of the 24 breakout sessions as well as numerous breakfast and lunch sessions. "Our Chinese visitors were truly impressed by IDC's research capabilities, which further enhanced their confidence in IDC as their long-term partner in the era of digital transformation," noted IDC China Managing Director **Kitty Fok**, who accompanied the group on its trip to the U.S.

While in the U.S. the group of 23 Chinese IT decision makers attending Directions made time for a visit to IDC's Framingham headquarters.

On the day after Directions, the group had an opportunity to visit the McGovern Institute for Brain Research at MIT. "The visitors were greatly intrigued by the scientific research at the institute that aims to understand how the brain works and to discover new ways to prevent or treat brain disorders," said Fok.

"During this trip, our clients witnessed IDC's global capability and got a deeper understanding of the digital transformation economy. The trip greatly enhanced their perception of IDC's thought leadership in the industry, and it will surely bring us more business opportunities back in China," said Fok.

For more information contact IDC China Senior Manager, Marketing Jessica Qiao. ■

MCGOVERN INSTITUTE FOR BRAIN RESEARCH

The group of Chinese IT leaders visited the McGovern Institute on the day after Directions.

continued from page 3

One on one

ability to sell site-specific sponsorships, custom marketing services, demand generation, network data-driven display, as well as programmatic within our private marketplace. In maintaining a diverse product portfolio driven by exclusive first-party data, we've excelled in delivering a comprehensive marketing solution, whereas other one-dimensional competitors have struggled because they either lack the holistic services we provide or the original data sources. As buyers continue to become more sophisticated in their advertising objectives, the future of the TechNetwork will continue to focus on greater innovations in data because the scale we provide is such a critical component to unlocking the true value of audience-based marketing.

Q What are the sales team's priorities this year?

A As a sales organization, our priority is the same every year: revenue. There is a lot of work we put into delivering on revenue expectations beyond closing deals. Much of our success comes from providing superior customer service, and in order to do that our sales and marketing team must first be highly organized and accountable. We have taken many strides to enhance processes around the sales and marketing workflow with internal partners and customers. A testament to our efforts in this area is that we recently won a Stevie Award for Sales & Customer Service for the second consecutive year. While we look to superior customer service to help drive revenue, we also pride ourselves on being an incubator for innovation within IDG. While marketers shift their strategies with the proliferation of programmatic, our marketing team commissioned a study on the trends, pitfalls and successes around Private Programmatic Marketplaces. This study has been very successful in helping our partners, both internal and external, better understand the evolving world of programmatic.

Q In what areas would you like to see more partnerships and/or closer working relationships between IDGTN and the rest of IDG?

A Some of our best success stories in terms of big wins entail partnerships with other business units, domestic and abroad. Our customers don't always shop IDG as a house of brands; instead they can seek proposals from our company as a single global entity. It's important we understand this need in the market and work internally as customers seek pan-IDG programs. When we look to partner with other business units we seek out their domain expertise to help complement our own, ultimately providing the customer with the best value from across IDG. At IDG TechNetwork we live and breathe the latest digital trends, recently taking home a Drum Award for Most Innovative Programmatic Publisher. Digital innovation is one element of our domain expertise. I would encourage anyone looking to learn more about the intricacies of the digital world — viewability, programmatic, data, etc. — to reach out to your TechNetwork counterpart, and let's find ways to drive revenue through a comprehensive partnership. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Kirk Campbell *IDC*

27
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*

26
Claudia Dudkin *IDG Germany*

25
Maggie Murphy *IDG*

22
Jacki McDonald *IDC*

20
Kevin Krull *IDG*
Parit Shah *IDG U.K.*

19
Peter Müller *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Magnus Müller *IDG Sweden*

18
Vernon Turner *IDC*

17
Ryan Francis *U.S. Media*
Lisa Blackwelder *U.S. Media*
Vanessa Teal *IDC U.K.*
Helle Kierkegaard *IDG Sweden*

16
Sergio Patano *IDC Italy*

12
Scooter Joyce *IDC*
Gabriella Cattaneo *IDC Italy*
Iveta Hanclova *IDG Czech Republic*
Vladimir Pozdnyakov *IDC Ukraine*
Jaromir Valenta *IDC CEMA*

11
Petr Jirovsky *IDC*
Dorothee Paas *IDC Germany*
Silvia Piai *IDC U.K.*
Henric Jogin *IDG Sweden*

10
Waldemar Schuster *IDC Brazil*
Andrew Beklemishev *IDC Central Asia*
Megha Kumar *IDC Middle East, Africa & Turkey*
Dana Samson *IDC Romania*

9
Simon Piff *IDC Singapore*
Alida Greco *IDC Italy*
Giorgio Nebuloni *IDC Germany*
Edith Tricheux *IDC France*
Yoko Ono *IDC Japan*
Denise Dye *IDG U.K.*
Ondrej Kaprhal *IDC CEMA*
Robert Zamboch *IDC CEMA*

8
Jiri Novotny *IDC CEMA*

7
Pamela Sumanga *IDC Singapore*

6
Christina Simmler *IDG Germany*
Matthias Zacher *IDC Germany*

5
Krishna Chinta *IDC Middle East, Africa & Turkey*
Elena Semenovskaia *IDC Russia*

4
Tom McGrade *U.S. Media*
Sebastian Nissen *IDG Germany*
Janine Olsson *IDC Nordic/Denmark*
Yayoi Hirose *IDC Japan*
Sergio Campos Teixeira *IDC Brazil*
Martin Nuska *IDC CEMA*

3
Sandi Gibson *IDG Global Solutions*
Jakub Kuchnio *IDG Poland*
Yoko Motai *IDC Japan*
Luc Borg *IDG U.K.*
Marek Balgar *IDC CEMA*
Alena Kizub *IDC Central Asia*
Michelle Meldau *IDC South Africa*

2
Jennifer Pinnata *U.S. Media*
Anitha Chellaperumal *IDG Technical Services Group*
Carla La Croce *IDC Italy*
Alexandros Stratis *IDC U.K.*
Jan Cupal *IDC CEMA*
Dusanka Radonicic *IDC Croatia*

1
Jonathan Leung *IDC China*
Danny Kao *IDC Taiwan*
Laura Askew *IDG Connect*
Tom Drummond *IDG Global Solutions*
Alexei Proskura *IDC CEMA*

Here's how to access IDG Central or change your password

To change your password or if you've forgotten your password for IDG Central, IDG's intranet, click here. If you need to create a login for IDG Central, click here to request one.

The Last Word

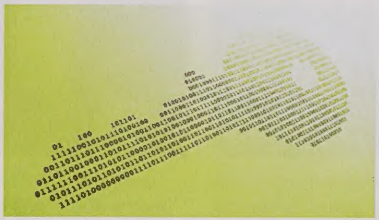
Graphics tips: Simple ways to create interesting images

This occasional feature shares great ideas, thoughts or other categories of news you can use.

Peter Sayer

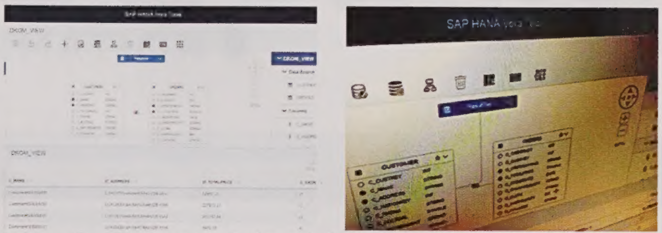
More than a few times, IDG News Service Paris Bureau Chief Peter Sayer has found himself in desperate circumstances when he has needed quick access to an image to accompany a story he's written or edited before posting it on the News Service site. He's come up with a few techniques that could be easily replicated by other non-graphic design professionals who might find themselves in similar circumstances.

Recently, Sayer needed an abstract image that suggested "digital security," and it wasn't clear if IDGNS owned the worldwide rights to its existing image of a key made of 1s and 0s. Without Photoshop or other photo-editing software on his laptop, Sayer described his approach:



Peter Sayer's *key appeared in Computerworld.*

- Open a new Microsoft Word document and randomly type a large number of 1s and 0s.
- Repeatedly select all, copy and paste multiple times until you have a page full of binary digits.
- Import a background image of a key. Do this through a Google search, type "key," click on the "Image" tab. To be relatively sure of your legal right to create a derivative work, click on "Tools" then "Usage rights" and select "Labelled for reuse with modification." Use the Watermark function on Word's Insert menu or Design tab to place a faded copy of the image behind your text.
- Select 1s and 0s that are outside the key's outline and make them white, until you have numbers in a key shape.
- Delete the background image.
- If you have a printer, print the document and photograph the page from an angle using your smartphone.
- If you don't have a printer, photograph the screen from an angle, which looks better than a straight-on screenshot and lets you focus the reader's attention on a particular part of the screen.



Taking a few minutes to manipulate a dull screen shot (left) provided by a vendor resulted in a more graphically pleasing image.

- Transfer the image back to your computer, and tweak the white balance to something funky by choosing Tools > Adjust Color and adjust the Tint slider (Mac) or choose Basic fixes > Color (PC).
- Save and post.
- Time elapsed: under 15 minutes.

By reusing the text file, a user could save a few minutes if he or she needed to produce any other shape out of 1s and 0s.

Sayer's reliance on the "jaunty angle" has served him well many times. As an example, a vendor recently sent a dull screenshot as an illustration, and Sayer converted it to something more visually appealing (see images above).

That angle makes the image stand out from the webpage in three ways, he noted:

- It's a photo not a screenshot, so the color palette is different.
- The light from the screen is much brighter closer to the camera so you get a gradient effect that adds depth and allows you to highlight the words you want in the bright bit.
- The angle adds a perspective effect to the straight lines in the original image, where embedding a screen capture would just blend into the existing page grid.

A similar technique has led to many other images, including these that appeared in Computerworld and Macworld.

In the same way, Sayer has taken super-close-up shots of cursors, the padlock and https in browser address bars, the lists of plaintiffs in impenetrable court filings, the titles or key sentences of 400-page draft laws, etc.

For more information contact Peter Sayer. ■

thanksto

The editors would like to thank the following people who assisted with this issue:

Ronita Bhattacharjee *IDC Middle East, Africa & Turkey*
Rick Currier *IDG TechNetwork*
David Hammett *IDC Middle East, Africa & Turkey*
Simon Jary *IDG U.K.*
Jessica Qiao *IDC China*
Peter Sayer *IDG News Service*
Pam Stenson *CIO Executive Council*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 781-766-5346
penny_winn@idg.com

Patricia Smith 781-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01701
U.S.A.
world_update@idg.com

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

20 MARCH 2017 | VOLUME 47, NUMBER 12 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | TOP CONTENT - *page 2* | NEWS - *page 4-6* | ANNIVERSARIES - *page 7*

IDG + IDC Marketing Summit looks at the battle for the boardroom

BOARDROOM BATTLE
FOR THE CUSTOMER

The 12th annual networking, dinner and panel discussion for more than 100 CMOs and senior marketing leaders in Palo Alto, Calif., focused on who owns the customer experience.

SEE MORE ON PAGE 5

Also inside

Watch video of IDG CEO Mike Friedenberg and CMO Josh London at Digital Media Strategies

Top content for CIO, Germany, Netherlands, Korea

IDG Compass helps employees navigate company

Q&A: IDC's Sean Pike, Worldwide Security Products

IDC's Directions briefings focus on the digital transformation economy and its market impact.

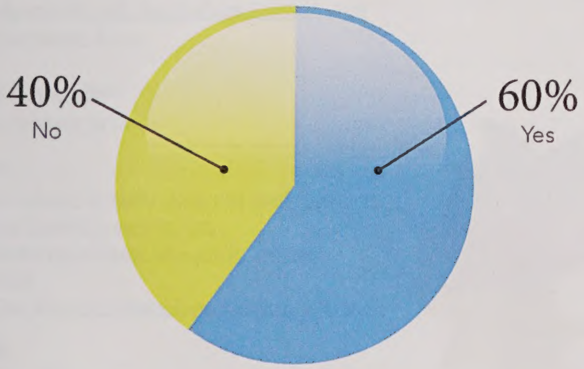
SEE MORE ON PAGE 4

Pi Day inspires Network World editors to test their powers of memorization.

SEE MORE ON PAGE 8

Question of the week results

Do you know your credit score?

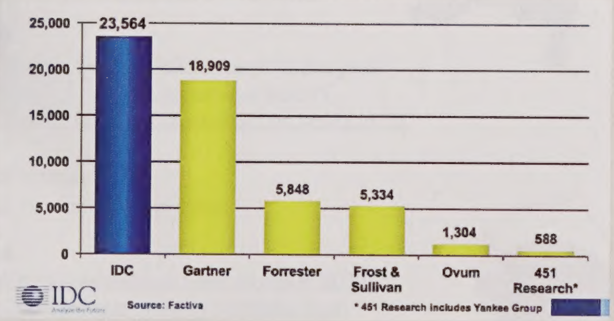


Log on to www.idgcentral.com to vote on this week's question:

Do you play a musical instrument?

CLICK HERE

IDC ranked No. 1



Source: Factiva

* 451 Research includes Yankee Group

As it has for the past several years, IDC logged more media mentions worldwide for the calendar year 2016 than any of its competitors, according to Factiva. IDC's global presence, expansion of its Tracker products in recent years and the addition of its Spending Guides that look at tech markets with an industry and use-case perspective have all been factors in attracting journalists' interest and making IDC analysts reliable and recognizable sources, according to IDC Public Relations Director Michael Shirer.

Watch CEO Mike Friedenberg, CMO Josh London at Digital Media Strategies

Michael Friedenberg
Chief Executive Officer
IDG
DIGITAL MEDIA STRATEGIES 2017
Neil Thackray
Co Founder
Briefing Media Ltd
#DMS17

*IDG CEO **Michael Friedenberg** was interviewed by BriefingMedia Co-founder Neil Thackray.*

DIGITAL MEDIA STRATEGIES 2017

*IDG CMO **Josh London** discussed IDG's global rebranding effort during a Digital Media Strategies session.*

IDG CEO **Michael Friedenberg** and Chief Marketing Officer **Josh London** spoke at the Digital Media Strategies conference in London last month. BriefingMedia CEO Neil Thackray interviewed Friedenberg during a morning plenary session on the changing landscape of media and how companies like IDG are diversifying their revenue streams to adapt to the new competitive dynamic.

Explaining why demand gen and marketing services are necessarily replacing digital display, Friedenberg noted, "We're not walking away from the display business, just like we didn't walk away from print, but we know that it's not primarily our future."

London presented a session on IDG's global rebranding effort, entitled Customer, Meet Culture: How IDG's Global Rebrand Overhauled the Company's Go-to-Market.

Watch a video of Friedenberg's interview here and London's presentation here. ■

What IDG's readers were reading in January

IDG World Update continues its occasional series that shows what visitors are reading on IDG B2B and B2C websites.

CIO.COM U.S.
Top content by visits

1. Agile project management: A beginner's guide
2. 5 data breach predictions for 2017
3. My month with the Surface Book i7 with Performance Base

IDG GERMANY
Top content by visits

B2C
1. Windows-Update does not work – how to repair (nearly) every failure
2. Samsung Galaxy S8 - price, release, rumors
3. The 25 best Smartphones below 250 Euro

B2B
1. The difference between guarantee and warranty
2. How modern work equipment can motivate your employees
3. Never ask for more money – never

IDG NETHERLANDS
Top content by page views

B2B
1. 10 programming trends of the future
2. Superguide: stay on Windows 7 as long as possible
3. HDMI vs. DisplayPort: Best choice

B2C
1. 19 new features in Windows 10 this year
2. 12 terrific free apps for your new PC
3. This is how you put Android on your old PC

IDG KOREA
Top content by page views

B2B
1. 6 hybrid tablets we want to see in 2017
2. Opinion: Accenture to withdraw from Korea
3. How CMOs will spend more on technology than CIOs in 2017

B2C
1. 8 insider tips to help you become a Pokémon master
2. Pokémon Go FAQ: The beginner's guide on how to catch 'em all
3. Apple's 10 biggest wins, fails, and WTF moments of 2016

OneonOne

Sean Pike

IDC

IDC's program VP, Security Products is this week's columnist. Reach him at spike@idc.com.

> "Nearly everything in security is hot right now, but if I had to name a few [areas] about which we consistently field inquiries I'd say identity management, IoT security, data security and analytics of all kinds."

Q Can you briefly explain the mission of your group?

A The group I lead is the Worldwide Security Products group. We concentrate on providing global coverage of security hardware, software and related use cases. Generally, our research programs include those related to traditional enterprise security solutions, data security, IoT security, identity and access management and cloud. I also have a program related to security that focuses on eDiscovery; information governance; and governance, risk and compliance solutions. While this program has a nexus to security, it is broadly focused on all types of data discovery use cases and both enterprise- and IT-related risk.

Q What are a few of the hot security areas that your team is tracking?

A Nearly everything in security is hot right now, but if I had to name a few about which we consistently field inquiries I'd say identity management, IoT security, data security and analytics of all kinds. In a way these are all related. The modern enterprise has become so disparate that security professionals struggle to get their hands around all of the technology, people and data locations — and all of the related threats.

Q What are a few takeaways you've learned from IDC's recent survey of U.S. consumers' privacy concerns?

A The chief reason for the study was to attempt to quantify anecdotes about a rise in privacy concern, and we were able to do that. The survey found around 80% of consumers are more concerned about privacy than they were just a few years ago. Beyond that, we were able to identify the true value consumers place in privacy when selecting businesses across key vertical markets such as financial services. Generally, consumers tend to emphasize more immediately tangible benefits like brand quality over security, but we feel this could change.

Q What is the state of vendors in the security space? Is there a trend toward more mergers/acquisitions, and, if so, why?

A It's a bit of a mixed bag depending on the particular area. This past year we've seen a number of high-profile companies change focus and separate some or all of their security portfolios to allow for a more focused security strategy. We've also seen a good amount of consolidation, especially in mature markets where there's been recent innovation. This essentially amounts to incumbents buying competitive or complementary competencies to protect market share. Finally, there has been tremendous innovation being fed by 1) an appetite for increased functionality, 2) continued increase in security spending and 3) a very active venture capital community.

Q What are a few of the key points your group made in the Worldwide Security Products and Services 2017 Predictions report that came out late last year?

A The bulk of the predictions relate to an understanding that digital transformation is making technology deeper and wider and greatly complicating the role of the security professional. That's to say that distributed data, employees and technology create an expanded attack surface for companies. So the bulk of our predictions related to creating efficiencies or injecting technology to improve integrity. For instance, we made predictions related to a steep incline in professional services recognizing there aren't enough security professionals to go around at the moment. We also made a prediction about an increased use of biometric authentication mechanisms for online transactions. In part, this is a recognition that we have better access to and tolerance for the technology necessary to complete biometric authentication, but it's also a statement about technology manufacturers' understanding that strong authentication has become a requirement.

Q What do your customers need most from IDC these days?

A The analyst job has changed a bit. I've only been with IDC — and been an analyst — for three years, but I've already seen a change. Our customers now ask that we provide services in three core areas: 1) Obviously we need to be market analysts who can understand trends in the market and market size. 2) We're asked to be experts in security. We do a number of speaking engagements and consulting engagements where our customers need us to fully explain the complexities of a problem and potential solution. It's also worth noting that products and concepts have become fairly complex. 3) We've also been fielding more questions from customers who have a general lack of understanding about where their product fits into security. It's a little different than dealing with a product manufacturer that has a

continued on page 7

IDC Directions focuses on the the digital transformation economy and its market impact

IDC's expertise in charting where the technology industry is headed in the future was on full display at the company's annual U.S. briefing sessions, held Feb. 28 in Santa Clara, Calif., and March 8 in Boston.

"We were thrilled to host over 1,800 customers and prospects at our flagship Directions conferences with a focus on the all-important theme of digital transformation [DX]," said IDC President & CEO **Kirk Campbell**. "All of our analyst speakers — more than 40 in all — did a great job. These two events will drive increased bookings in the upcoming weeks and months."

SVP/Chief Analyst **Frank Gens** opened the morning's general session presentations with a look at the burgeoning DX economy and the reshaping of the tech industry. "My main message was that the IT industry needs to completely reimagine — and rebuild — itself to serve the increasingly digitized global economy," he said. "By 2025 the digital economy and the global economy will be largely one and the same, all companies will be considered tech companies and the pace and scale of digital innovation will be off the charts."

The other general session presenters and their topics were Group VP and GM, Software, Health and Public Sector **Scott Lundstrom** (Information, Industry Clouds, and the Next Industrial Revolution), Program VP/Devices and AR/VR **Tom Mainelli** (Charting the Business Impact of the Next Human/Machine Interfaces) and IDC Asia/Pacific Group VP/Practice Group **Sandra Ng** (Competing in and with Asia as the DX Economy Emerges).

JASON ALLARD

***Scott Lundstrom** was one of four IDC analysts featured during the general sessions.*

Attendees had additional opportunities to learn from IDC analysts at 24 breakout sessions, more than 10 breakfast and lunch-and-learn sessions, dozens of analyst-hosted lunch tables and one-on-one meetings.

IDC Marketing Director **Patrick Gorman** listed a few of the changes made this year to improve the event, including:

- Starting the day a little earlier to loosen up the agenda and make for a more relaxed attendee experience. Registration opened at 7:15 a.m. instead of 7:30 a.m., and Campbell's welcome began at 8:45 a.m. instead of 9:00 a.m.
- Updating the look and feel of the general session room, with larger screens and brighter projectors.
- Private meeting space for the Custom Solutions group in their newly configured pavilion.

IDG WORLD UPDATE

*Staff who greeted guests at registration in Boston included (Seated, l-r): Account Executive **Marlene Cook**, Senior Marketing Specialist **Joann Williams-Hoxha** and Client Service Representative **Lynda Sterling**. (Back, l-r): Business Development Representative **Daniel Freiman**, Client Service Representative/Industry Sales **Kendra Rhodes**, Business Development Representative **Aiden O'Shea** and Client Service Representative/Sector Sales **Jeannie Keefe**.*

All of IDG's U.S. brands once again co-sponsored Directions. "Through this partnership, IDG promotes the event to their customers and target lists, and IDG representatives are encouraged to invite their contacts to join us, for free, as their guests," Gorman said.

IDC Director of Sales Enablement **Jill Toole** said the collaborative effort among marketing, sales and analyst staff to spread word about Directions through social media channels was more vigorous than ever. The marketing team set up a full plan in advance, with a schedule of social media hits by date.

"Our designers created special images for LinkedIn and Twitter that reflected the look of Directions and featured event highlights such as presenters and a special video of testimonials," she said. "We advised the sales team how to post the images or event plugs themselves or share what our primary IDC handle had posted, based on the marketing department's schedule. We also encouraged event-related tweeting by analysts who are active on Twitter and provided pre-produced tweets they could easily repurpose. We included the hashtag #IDCDirections in all signage, the program guide and emails to registrants."

The Directions programs concluded with representatives from the MIT Initiative on the Digital Economy: George Westerman in Boston, who spoke about helping customers transform with new technologies, and Andrew McAfee in Santa Clara, whose talk on the second machine age ranks one of the highest-scoring closing keynote in Directions history.

For more details contact Patrick Gorman. ■

Invitation-only IDC+IDG Marketing Summit tackles the battle for the boardroom

BOARDROOM BATTLE
FOR THE CUSTOMER

PHOTOS: MATTHEW MIKAELIAN

IDC Group VP, Executive Advisory ***Rich Vancil*** *(left) and IDG CMO* ***Josh London*** *(right) moderated a panel on "The Boardroom Battle for the Customer."*

The 12th annual IDC+IDG Marketing Summit brought IDC's and IDG's thought leadership on the customer experience to a select group of chief marketing officers and senior marketing leaders who are also key customers of IDC and IDG. The event, held earlier this month in Palo Alto, Calif., offered the more than 100 invitation-only attendees an evening of networking, dinner and discussion on just who owns the customer experience.

"Customers now own the relationship with companies, and the customer experience bar is constantly being raised," said IDC Group VP, Executive Advisory **Rich Vancil**. "At the same time, the question is being asked: Who owns the customer? Is it the CMO? The Customer Experience Officer? Others?"

Among the IDG and IDC executives there were IDG CEO **Michael Friedenberg**; IDC President and CEO **Kirk Campbell**; IDG CMO **Josh London**; IDG U.S. Media CEO **Pete Longo**; IDC Chief Sales Officer **Brad Thorpe**; IDG Strategic Marketing Services CEO **Charles Lee** and IDC VP, CMO Advisory Practice **Kathleen Schaub**.

IDG and IDC recruit the attendees and fund the event, which is both free for attendees and sponsor-free. "It's another way that IDC and IDG customers benefit from their partnership with the company," Vancil said. Attendees were also given online access to IDC's FutureScape: Worldwide Chief Marketing Officer Advisory 2017 Predictions.

IDC President and CEO ***Kirk Campbell*** *(center) and IDG CEO* ***Michael Friedenberg*** *(right) chat with a Summit attendee.*

Following networking cocktails and dinner, London and Vancil co-moderated a panel on "The Boardroom Battle for the Customer." Panelists included Benjamin Gibson, executive VP and CMO at F5 Networks; Morag Lucey, CMO at Avaya and Fred Studer, CMO at Gigamon. "We chose dynamic panelists with a unique point of view across a variety of company types," London said.

Among the questions the panelists were asked were:

- Recent IDC research shows that as many as 40% of organizations have a designated customer experience (CX) officer. Is there really a need for an "owner"? Shouldn't a great customer experience be everyone's job?
- What is the role of the CMO in providing great CX? Is the mandate to facilitate cross-functional buy-in or to lead the effort?
- In addition to the CX role, we see the rise of the digital experience (DX) role. So now we might have a CMO and CXO [chief customer experience officer] and a DXO. Are they getting tangled up with each other? Is there a battle for the customer?

"IDC and IDG are at the center of discussions with our clients, providing expert guidance on the changes occurring within their organizations," London said. "We provided insights and best practices on how CMOs can deliver a great CX, with actions both inside and outside of the organization. I hope attendees enjoyed networking with their peers and learning from an engaging set of panelists who participated in a thought-provoking discussion that helped make them better marketers."

One attendee said the event had provided "good networking, invigorating panelists and a topical focus on getting and keeping customers through continuous positive interactions." A second said he would like to join future panels and take a more active role in the Summit, while a third appreciated the opportunity to reconnect with IDG and IDC colleagues, "a wonderful crew."

Contact Josh London or Rich Vancil. ■

IDG Compass helps employees navigate depth, breadth of IDG

Thirty-one employees from five U.S. IDG business units as well as IDC attended this month's IDG Compass training program in Framingham, Mass. The two-day program, targeted to employees who have been with the company for one to two years, aims to help employees better understand IDG, give them access to a wide range of IDG colleagues, provide dedicated time to focus on their continued professional development and help them identify ways to continue to contribute to their business unit and IDG.

"After a year or so on the job, employees are generally very knowledgeable about their own business units, but getting a handle on the breadth and depth of the company as a whole can be more of a challenge," said IDG VP/Global Training and Development **Laurie Butson**.

The curriculum offers a combination of IDG-specific topics with sessions focusing on personal and career development. Navigating IDG, offered an overview of the company's history and growth as well as the current landscape; while Hot Topics, Cool Ideas, provided a brief look at various interesting projects currently being undertaken around the company. Participants also heard from a panel of IDG and IDC leaders who talked about personal growth and career management, while a session entitled The Brand Called You focused on personal branding in the digital world. Keynote speaker Lau Lapides — president of Lau Lapides Co., and a coach, trainer and voice-over artist — facilitated a sesion called Connect and Communicate with Confidence, which focused on improving and polishing public speaking skills.

"I really enjoyed the public speaking workshop because we got to see multiple coaching sessions," said **Fahmida Rashid**, senior writer at InfoWorld. "We got a few moments of focused coaching as we went around in a circle, but we were able to observe everyone else, and that was a great way to think about things we should address in our own styles. I now know to exaggerate my facial muscles a bit — that I am not nearly as smiley or manic as I think I am when on camera."

"I love that I work for a company that invests in its employees!"

Sheila McNamara, IDG Compass participant

Compass participants were also divided into six groups to work on a case study in which they were asked to choose an idea that they would like to see happen at IDG and present it to fellow Compass attendees. New this year was the opportunity for participants to give peer feedback on all of the case study presentations. "Prior to this year, we always had a few case study judges — typically past Compass participants — come in and judge the presentations. This year, it was up to the participants to pick a winning team," explained Training & Development Coordinator **Jordan Nuerminger**.

IDG WORLD UPDATE

Thirty-one employees representing five U.S. IDG business units as well as IDC attended this month's IDG Compass program in Framingham, Mass.

"I love that I work for a company that invests in its employees!" said **Sheila McNamara**, program coordinator, strategic accounts, at IDG Corporate Sales. "I found all of the topics covered to be very beneficial. I will especially remember and put to good use what was said during the Managing Your Career Panel session: 1) Don't be intimidated by titles; 2) Find what keeps you engaged and passionate; 3) Be authentic; and 4) Know who you are/what you want."

Said **Henry Lloyd**, account manager, IDG TechNetwork, "I found the panel discussion extremely helpful. As IDG is such a large company with so many moving parts, it was very beneficial to get insight into the other business units, how they operate and how their leaders have found success." Lloyd added that his takeaways also included plans to "be more forward thinking, as well as setting better defined short- and long-term goals. Also I gained some seriously appreciated public-speaking skills!"

Two more IDG Compass programs will be held in June in San Francisco and Europe.

For more information, contact Jordan Nuerminger. ■

noteworthypeople

New employees

Cushing

PETER SHORT

IDC Framingham has hired **Kevin Cushing** as a sales director. Previously a senior director with Sutherland Global Services, he holds a B.A. in communications from Marist College in Poughkeepsie, N.Y.. Away from the office he enjoys running and attending in his children's sports and activities. kcushing@idc.com

Blackwell

Also new at **IDC Framingham** is Research Director, Consumer Multiplay and SMB **Jason Blackwell**. Previously a service provider strategies director with Strategy Analytics, he holds a B.S in management and an MBA from Arizona State University and an M.S. in international management from its Thunderbird School of Global Management. He hopes to make some free time soon and return to golfing. jblackwell@idc.com

Previously a product manager with Mediaplanet, **Rachel Bernstein** joins **IDG TechNetwork** as an account manager. She earned a B.A. in communications from the State University of New York/Geneseo and enjoys working out, reading, going to the beach and travel. rachel_bernstein@idgtechnet.com

Business units worldwide may send Noteworthy information to world_update@idg.com.

continued from page 3

One on one

deep understanding of their competitors. Many companies have tools that can benefit a security portfolio but don't understand the space because their heritage might be a different technology area. These customers sometimes need help understanding where they fit and how to market their product effectively.

We've built our team out with these three competencies in mind: market analysis, security expertise and market intelligence.

Q Do you draw on your training as a lawyer in your current role?

A Absolutely. One of the reasons I chose to come to IDC in the first place is that it allowed me to continue combining what I believe are two complementary areas of expertise. I have a security background and legal training. Before joining IDC I spent nearly 20 years in private industry carving out roles that balanced technology with compliance and process. So much of security is not just about the technology. It's about using technology to reach a goal, whether that goal is the actual security of data or assets or to meet compliance or legal obligations. When the goal is to meet an obligation, those obligations are frequently open to interpretation or purposefully vague. Being a lawyer allows me to identify how something may be interpreted, and then I'm able to turn to my technical expertise to imagine a solution that might fit a given interpretation. At IDC, those skills help me identify the impact of regulatory changes and bridge the security/legal/compliance conversation between legal or compliance professionals and IT pros. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Richard Villars *IDC*

28
Judy Bonasaro *IDC*

25
Robert White *IDC U.K.*

24
Klaus Breu *IDG Germany*

19
Karen Cash *IDC*

17
Monica Bennett *IDC*

14
Satoshi Fukutomi *IDC Japan*

10
Deepa Ahuja *IDC META*

9
Tsuneo Tosaka *IDC Japan*

8
Milan Kalal *IDC CEMA*
Dipika Shetty *IDC CCR India*

7
Stephanie Ho *IDC Taiwan*
Dinesh Palaniswamy *IDC CCR India*

6
Michael Kan *IDG News Service*

5
Eric Samuel *IDC META*
Jo O'Connell *IDG U.K.*
Ashish Nadkarni *IDC*

4
Benjamin McGrath *IDC*
Mike Feighery *U.S. Media*

3
Barrack Ambiyo *IDC East Africa*
Lisa Mezö *IDG Sweden*
Eckhardt Fischer *IDC Germany*

2
Ruban Uruthirasingam *IT World Canada*
Hafizah Osman *IDG Australia*
Victoria Brown *IDC*

1
Naif Al-Rumaihi *IDC Saudi Arabia*
Cihan Kural *IDC Turkey*
Geeta Hobo *IDG Netherlands*
Giulio Raffaele *IDC Italy*
Federico Zanoli *IDC Italy*
Tyler Masterson *IDC*
Lickey Li *IDC China*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 781-766-5346
penny_winn@idg.com

Patricia Smith 781-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01701
U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

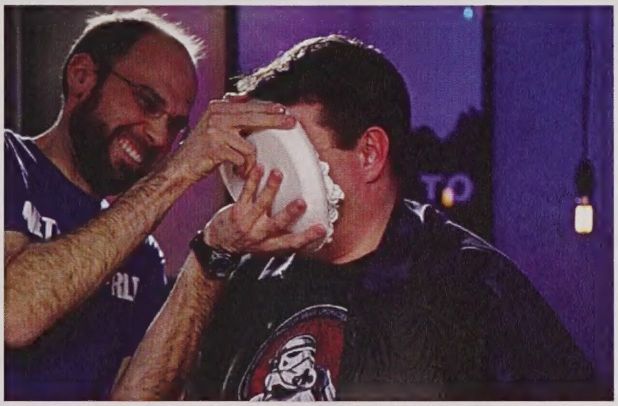
Patrick Gorman *IDC*
Hyuna Kim *IDG Korea*
Josh London *IDG*
Jordan Neurminger *IDG Training*
Markus Pilzweger *IDG Germany*
Sean Pike *IDC*
Jill Toole *IDC*
Rich Vancil *IDC*
Sander van der Meijs *IDG Netherlands*

Pi Day inspires Network World editors to test their powers of memorization

π PI DAY FACEOFF π
3.14159265358
979323846264
338327950288
419716
IDG.tv
π PI DAY FACEOFF π
3.14159265358
979323846264
338327950288
419716939937
510582097494
NETWORKWORLD
IDG.tv

*Referee **Bob Brown** followed along as pi contest combatants **Keith Shaw** (left) and **Brandon Butler** rattled off as many digits of the infinite string of numbers that describe the ratio of a circle's circumference to its diameter as they could remember.*

Senior Editor **Brandon Butler** has been covering Pi Day in one form or another since he joined Network World five years ago. He's shared jokes: If you divide the circumference of the sun by its diameter, what will you have? Pi in the sky! Revealed little known facts: "I prefer pi" is a palindrome. And noted great days in pi history: Pi Day of the Century on March 14, 2015, otherwise written as 3/14/15 (the first five digits of pi — but you knew that).



***Brandon Butler** celebrates his win over **Keith Shaw.** Final score: 60 to 42.*

This year, he and Multimedia Content Editor **Keith Shaw** were mulling ideas for ways to mark the day and incorporate video — baking a pie on camera or talking about the various ways to celebrate Pi Day on camera were briefly considered — when the idea of a live on-screen competition began to take shape.

The plan was fairly straightforward: Shaw and Butler would each have about a month to memorize as much of the infinite string of numbers that comprise pi as they could. And then, on Pi Day, the two would face off in the IDG.tv studio in Framingham, Mass., to see who could recite more numbers. The loser would get a pie in the face. All to be filmed live and streamed on Network World's Facebook page.

When a major nor'easter was predicted for March 14, plans were moved up a day and the contest was recorded to be posted the next day. With weeks of preparation behind them, Butler and Shaw arrived at the studio at the appointed time. Also on hand was Network World Online Executive Editor, News **Bob Brown**, who was recruited to serve as official referee. Butler, who had prepared by printing out the first 100 digits of pi and memorizing them five numbers at a time, won the coin toss and elected to go first. "When I first started, I thought there was no way I could memorize 20. Then I got 30. Then 40 and so on." He peaked at 65 in the days leading up to the competition. With the cameras rolling, he managed 60 digits.

Then it was Shaw's turn. Shaw said he had used a variety of mnemonic devices — associating numbers with words or pictures — to help him prepare and he managed to memorize the first 60 digits. However, with the pressure of cameras rolling, Shaw stumbled after the 42nd digit, and Butler was crowned the victor.

Butler credited an early morning pre-competition visit to the studio for a few practice runs with helping to quell his nerves. "I knew when I recited the digits in front of my fiancée or my dog at home that I could get 60 digits no problem. But in front of the cameras, it can be nerve-racking, so I'm glad I had that practice to get me comfortable in the studio."

Both Shaw and Butler offered a shout out to Brown for keeping tabs during the competition and to the IDG.tv video production team of **Doug DuVall**, video director and editor, and **Chris Hebert**, videographer and editor, "for putting all the technical components together." You can view the results here; the recitation starts around the six-minute mark. ■

No lack of holidays to celebrate

Pi Day is but one offbeat "holiday" covered by the Network World team. Check out their nods to Talk Like a Pirate Day, SysAdmin Day and Star Wars Day.

And for those of you who can't get enough of pi, NWW Senior Editor Brandon Butler suggests the following.

A Pi Day Explainer video
28 Facts About Pi that you probably didn't know
NWW's annually updated slideshow
The Pi Day of the Century

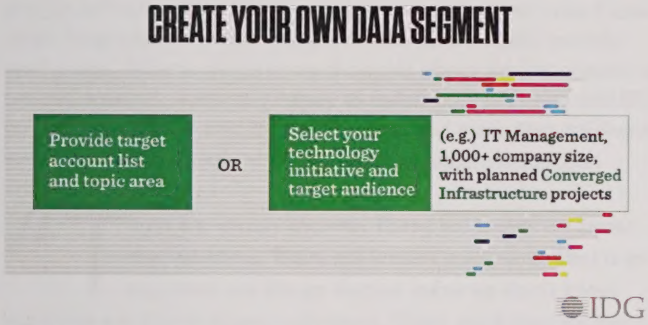
IDG World Update

EMPLOYEE NEWS AND INFORMATION

13 MARCH 2017 | VOLUME 47, NUMBER 11 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-7 | ANNIVERSARIES - page 8 | UNSUNG HERO - page 9

IDG adds Pipeline Activator to its account-based marketing suite


CREATE YOUR OWN DATA SEGMENT
Provide target account list and topic area
OR
Select your technology initiative and target audience
(e.g.) IT Management, 1,000+ company size, with planned Converged Infrastructure projects
IDG

IDG's first truly pan-IDG product launch gives its global customers' sales and marketing teams detailed insight into their prospects' buying intent and enables them to connect with qualified buyers early in the sales cycle.

SEE MORE ON PAGE 4

Also inside

- IDG Sales University: Pre-call research essential to establishing credibility, growing influence
- One on one: CEC's Rari Hilditch on managing stress
- IDG Germany hosts 15th IT Strategy Days conference
- Tech Network meets new client's marketing needs

The staff of IDC Middle East, Africa and Turkey tests their strategic thinking at escape game.

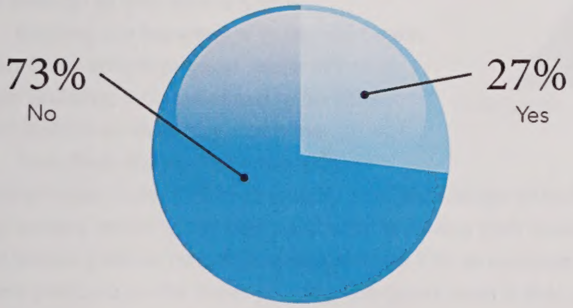
SEE MORE ON PAGE 8

Unsung Hero: IDC Nordic Conference & Marketing Specialist Jakob Jantzen is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

If you could, would you invest in Snap?



Log on to www.idgcentral.com to vote on this week's question:

Do you know your credit score?

CLICK HERE

IDG Tech & Marketing News

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Technology Markets Face Rocky Ride over Next 18 Months According to IDC Worldwide Black Book (IDC)

'Everybody's Making Money on Invalid Traffic': Confessions of a Media Auditor (Digiday)

Cross-Industry Bodies Partner to 'Clean Up' Digital Ad Supply Chain' in U.K. and U.S. (The Drum)

Banner Ads Make Up More than 75% of Mobile Advertising in Asia-Pacific (eMarketer)

IDG Sales University

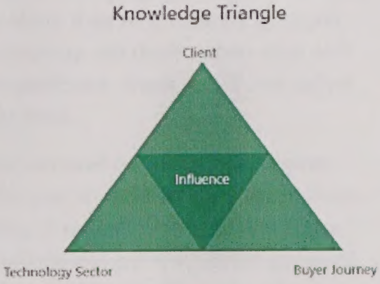
Pre-call research essential to establishing credibility, growing influence

Roberts

Melanie Roberts is the owner of Behind the Lines Consulting, a training and business consultancy focused on all areas of management, sales and marketing. Based in Reigate, Surrey, U.K., Roberts has a long history with IDG, having worked frequently with IDG Global Solutions, IDG Connect (both U.S. and international), and, most recently, IDG Training and Development, for which she led sessions on Consultative Selling and Pitch/Presentation Training at the two most recent Sales Excellence Programs in the U.S. and Barcelona, Spain. In this contributed piece, Roberts shares some thoughts about the importance of pre-call research. Roberts is happy to collaborate with IDG and IDC business units interested in bringing sales and marketing training to their employees. Reach her at melanie@behindthelines.co.uk.

"There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. There are things we don't know we don't know."[1]

Former U.S. Secretary of Defense Donald Rumsfeld famously got himself into trouble with this quote, but the point he was making (I think) is one that sales people can learn from; we need to identify those things that we need to know to establish and grow our influence with clients at the highest levels. We need to make sure that we have something interesting to say when we finally get through to that elusive CMO.



Building our knowledge in the right areas relies on us adopting good habits in knowledge building; it doesn't have to be hard work but it is an everyday discipline.

First, think about what knowledge is central to your role. It divides roughly into: knowledge of technology sectors, knowing the client and what is driving their business and knowing about how their customers use IDG to evaluate and select products — the buyer journey. The good news is that you have deep, sometimes exclusive, insights into the buyer journey and it's very important to your clients.

Now that you know what you need to know about, you can identify ways to stay up to date on the latest developments. Trying to get a handle on the 3D-printing sector the night before a big presentation won't work; you need to be thoroughly informed before you try to offer expert opinion to clients.

I recommend that you build up a personal newswire that delivers 15 minutes of news to your email box every day. I look at mine every morning over my coffee, and it's an easy habit to get into. Don't sign up for too many blogs or lengthy journals; we all mean to get around to the reading but time is short. Instead, look for sites that deliver quality news and opinion and filter what they send you. Most technology sites will allow you to be specific about the news you're most interested in.

Your tech knowledge will grow quickly, and you'll be able to discuss your insights and opinions credibly.

To keep up with client developments make sure that you are using Google Alerts, for those of you who don't use this already, just go to www.google.com/alerts and you can set up the client or topic you want to follow. Google will send you daily news so that you know what your clients' priorities are. You'll sometimes find that you know some information before it has trickled down to your regular contact, and it shows that you are interested and well-informed.

The final area is the buyer journey and this is where you can add your IDG insights about buying behavior to your understanding of your clients' priorities in the context of the technology sector.

Keep up to date with what IDG products are working well. Seek out the ops team and marketing people and read your newsletters and updates on what IDG is developing. Know which campaigns are delivering well for other clients. It will all help you to recommend the best solution and grow your reputation as an authority on your industry.

I've included some favorite links to help you build your personal newswire, and we'd love to circulate your ideas as well so please send them to world_update@idg.com or add them to the comments below this story on IDG Central.

To build your personal newswire, consider adding links in various categories such as: client sites, client competitor sites, IDG sites, IDG competitor sites, tech and media industry sites and Google alerts on specific clients. Some sites recommended by IDG colleagues include: The IDG Blog, Digiday, AdExchanger, Techcrunch, Techmeme, the New York Times, The Wall Street Journal, YahooFinance, Recode and Google News. ■

---

[1] Thanks to: https://www.brainyquote.com/quotes/quotes/d/donaldrums148142.html.

OneonOne

Rari Hilditch

CIO Executive Council

Rari Hilditch, the director of talent leadership development at the CIO Executive Council is this week's columnist. Reach her at rhilditch@cio.com.

> "If we can't manage our stress, the physical effects can put a strain on our work, our relationships and our health and wellness."

Q Are you finding that more people are asking about stress management in your coaching sessions?

A I am. It's really a side effect of what's presently happening in the global marketplace and the increased demands on leaders and the workforce in general. Common concerns that consistently come up include:

- Organizational transformation: Reorganizations, changing roles, job eliminations and uncertainty
- Having necessary conversations: Dealing with the demands of open transparency and a hesitation by some people to say what needs to be said.
- Global environments: Keeping pace with competition, increased travel and time away from home, and managing teams half way around the world.
- The need to be constantly plugged in: Keeping up with emails on our phones and participating in Skype calls, as well as staying active on social networks like Twitter, LinkedIn, Facebook, etc.
- No downtime: Endless interruptions, meetings, emails, less sleep and exercise

Q What are some of the symptoms shared by over-stressed executives?

A Some clients say they have a feeling of constant worry around all they need to get done and concern over losing sight of each competing priority. They share they're constantly plugged into their technology, are dealing non-stop with emails, social platforms, chats, etc. Some admit they're simply tired.

For many, this can lead to headaches, depression, anger, fatigue, muscle tension, upset stomach and anxiety. If we can't manage our stress, the physical effects can put a strain on our work, our relationships and our health and wellness.

Q What do you prescribe or coach to support them?

A It really depends. As stress may be a result or side effect of something deeper, I work to support the client to get to the root cause and then work with them to address the issue. In doing that I blend traditional coaching with a consultative approach. Here are two examples:

Having necessary conversations: This might involve addressing an issue with their boss, peer or staff. In this situation I would support them in crafting out the conversation that needs to be had. I may leverage resources such as the books *Fierce Conversations* by Susan Scott or *Crucial Conversations* by Kerry Patterson and Joseph Grenny.

No downtime: This might begin by exploring all their current commitments, tying value to them and eliminating the unnecessary. One solution might be to take a sabbatical from social media. As an example here, I might leverage the books *The Five Choices* by Adam Merrill, Kory Kogon and Leena Rinne or *7 Habits of Highly Effective People* by Stephen Covey as resources for them.

Sometimes clients are stressing out about things that are out of their circle of influence, such as what's happening in global politics. Recognizing that can help relieve stress too.

I also work with the client to discover ways to support them in pulling out of an unhealthy stress situation. Sometimes stress can be leveraged to get things done. However, problems arise when you linger here. I remind clients not to confuse the tough choices, with no choices at all. We all have a choice.

Q How do you know what's the best way to cope?

A I believe the first step is being self-aware. Paying attention to your body and thoughts. Acknowledge when you're feeling stressed and move into action if needed.

I know that the best way for me to destress and re-center is to be with my "allies," which are the sun, trees, grass, soil, water, etc. When I can get outside for even 20 minutes, I feel much better and am reminded of who I want to be. And that's not some crazy, stressed out person! I know this about myself because I had to make a list of how to center myself as part of my coaching certification, although most people believe they never have time or consider thinking about this.

I have one client I'm working with now who I've asked to work on making her list for our next session so that she can understand more fully how to take control back and not get lost in the stress she is frequently feeling.

Psychology Today published an article about reducing our stress level in 20-minute blocks. Only 20 minutes can make a difference! The ideas noted in the article included:

- Engage in a hobby or do something fun.

continued on page 8

Global account-based marketing sales tool gives IDG's customers insight about prospects' intent

Last week IDG introduced Pipeline Activator, a new addition to its suite of account-based marketing services — ABM 360 — that allows IDG to give its customers' sales and marketing teams around the world detailed insight on the companies and customers they are targeting and enables them to connect with qualified buyers early in the sales cycle.

Pipeline Activator is a subscription-based service that draws on the information IDG captures about audience behavior as end users engage with IDG's premium media sites, events, advertising network and demand generation offerings around the world. "The data we'll provide through Pipeline Activator to sales and marketing teams is a snapshot of the type, volume and freshness of the content their customers and potential customers consume, a picture of these customers' interests, and a measure of where they are in the research and purchasing process," said IDG Enterprise Chief Revenue Officer **Brian Glynn**.

> Pipeline Activator distinguishes itself through its extensive global reach and availability, the volume of the active IT projects it has identified and verified, its competitive pricing and its use of first-party data.

Pipeline Activator customers will provide a target list of accounts they want to research, or they can specify a technology category, such as security or cloud. IDG then creates a data segment, and customers can view the account's IT project activity and buying intent, as well as firmographic data such as budgets and IT priorities. The list is ranked and scored from Very High to Low levels of Intent or Engagement.

Subscribers may also leverage filter capabilities by company, industry, city and country. The list is interactive, so customers can see, among other data, the intelligence gathered on active projects within a given organization. The activity is trended over time and engagement by topic, and users can also see what other vendors the account is researching. Customers can see which accounts show the most potential with real-time intelligence. If customers want to contact individual prospects directly, contact information can be purchased on a cost-per-lead basis.

The subscription-based service was developed internally and is IDG's first truly pan-IDG product launch, said IDG Connect International Managing Director **Matt Smith**. "This was a cross-functional team effort across business units. Throughout the development process, we paid close attention to how this product will position IDG competitively, and we look forward to opportunities with existing and new customers."

PIPELINE ACTIVATOR FROM IDG
Maximize Revenue From Your Target Accounts
IDG

The sales tool will be sold by IDG Enterprise, IDG Connect, IDG Global Solutions and IDG's owned and operated media companies worldwide.

The software-as-a-service solution will be sold by IDG Enterprise in the U.S., IDG Connect, IDG Global Solutions and IDG's owned and operated media companies worldwide. "On launch day, we began seeing sales opportunities from inbound requests as well as interest from current customers," said IDG CMO **Josh London**. "Adding this to our ABM360 suite — which includes Sonar, Echo, custom content and deep media nurturing — positions IDG to help our customers fill critical gaps in their account-based marketing strategies globally."

Pipeline Activator distinguishes itself from other products in the market due to its extensive global reach and availability, the volume of the active IT projects it has identified and verified, its competitive pricing and its use of first-party data — this is the first time IDG's first-party data has been made available to customers. IDG's call center in Dublin, Ireland, IDG Direct, is actively verifying information and adding to the available data for Pipeline Activator customers. In addition, Pipeline Activator can be integrated with Salesforce or other leading CRM applications so that users can identify and act on the companies identified by Pipeline Activator without leaving their CRM.

London, Glynn and Smith describe Pipeline Activator's features in a five-minute video on IDG.com. That video and a short demo video is also available here on IDG Central, and a collection of videos, and sales materials, including sell sheets, presentations and social media assets are available on IDG Corporate Marketing's IDG1 site.

Contact Josh London, Matt Smith or Brian Glynn. ■

IDG's ability to provide full-service solution on full display in Spectrum Enterprise win

IDG Tech Network recently closed a very large piece of new business with Spectrum Enterprise that highlights IDG's competitive advantage when it comes to offering clients a full-service solution. IDG's extensive first- and third-party targeting capabilities, the ability of IDG Strategic Marketing Services to produce high-impact creative, thought-leadership content, native amplification and the company's expertise in data analytics and reporting proved an unbeatable combination.

Peter Amador

Spectrum Enterprise, a national provider of scalable, fiber-based technology solutions created from the merger of Charter Communications with Time Warner Cable Business Class in May 2016, was looking to build brand awareness and thought leadership in the marketplace. "Thanks to our history of strong customer service and performance for Time Warner Cable, we were in a position to be invited to respond to Spectrum's RFP and ultimately to win this business," said **Peter Amador**, account director, IDG Tech Network, who, along with Tech Network's **Keith Linden**, director of sales/East, and IDG SMS's **Matt Naffah**, senior director, program architecture, led the charge on this program. IDG SMS's Program Manager **Amy Greenleaf** and VP Content **Jim Malone** will be supporting the management of the program.

The program launched in early January and will run through June. The initial phase focuses on creating awareness for Spectrum Enterprise through targeted media placements focused on IT and business decision makers, Amador said. IDG Tech Network is running a combination of Spectrum Enterprise-supplied display ads as well as SMS custom-created units that include Fireplace Takeovers, GoBig Video Units, Homepage takeovers and Welcome ads targeted to IT decision makers. After creating awareness for the brand with this target audience, IDG will introduce white-labeled thought-leadership content from Spectrum Enterprise to highlight the competitive advantages of the new brand.

"The program deliverables include: 16 million impressions, 40 original pieces of content, 15,000 engagements on IDG's social media platforms and white-labeling of all editorial and creative pieces," noted Linden, who worked with Amador to establish the sales strategy and positioning for the campaign while providing guidance throughout the negotiation process.

Matt Naffah

The 40 pieces of original content will appear on PCWorld.com in the form of BrandPosts on topics such as Big Data, networking, network infrastructure and cloud connectivity. BrandPost, one of IDG's top selling programs, is a curated and client-powered blog within an IDG editorial property. To further drive engagement, blogs within the BrandPost will be promoted through SmartAds. These performance-based, paid-social placements are another top-selling product in 2017. And, their combination with BrandPost helps planners check both the social and native box, while delivering incredibly well against performance-based KPIs. "I think what makes these two products so successful" said Naffah, "is that they help clients deliver content in context of the audience's day-to-day activities. Clients continue to look for packaged solutions like these. It helps them to create exposure during early buyer stages where the most research occurs."

> "This type of customer service as well as the end-to-end solutions offered by SMS helped to separate IDG from the competition when it came time to evaluate RFPs from the newly merged Spectrum Enterprise."
>
> *Peter Amador*

IDG had been working with Time Warner Cable Business Class for more than 18 months on demand generation programs prior to the launch of this campaign and had established itself as a partner willing to work with the client to deliver on campaign objectives, Amador said. Keith Linden and **Jenelle Villani**, digital alliance advisory specialist at the Digital Media Group, had been managing the initial demand gen program, working to

continued on page 6

continued from page 5

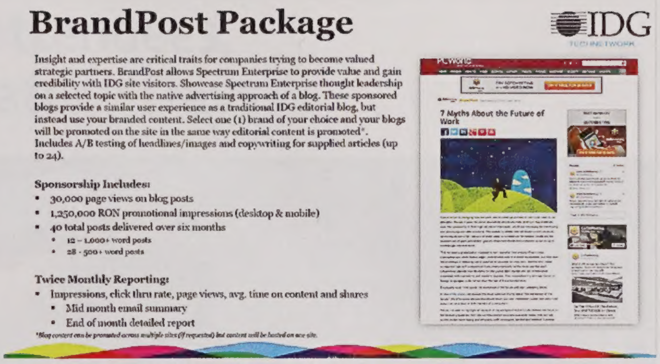
Spectrum Enterprise

identify the needs of TWCBC's sales team and customized a program tailored to their sales cycle. "This type of customer service as well as the end-to-end solutions offered by SMS helped to separate IDG from the competition when it came time to evaluate RFPs from the newly merged Spectrum Enterprise," Amador said.

"This program is an excellent example of a launch campaign that uses a collaborative approach between display media and marketing services," noted SMS Global VP, Client Solutions **Jason Tenenbown**. "It is also a great example of how IDG can mine opportunity in a landscape ripe with mergers, acquisitions and divestitures."

For more information, contact Peter Amador. ■

> "I think what makes these two products [BrandPosts and SmartAds] so successful is that they help clients deliver content in context of the audience's day-to-day activities. Clients continue to look for packaged solutions like these."
>
> Matt Naffah



BrandPost Package

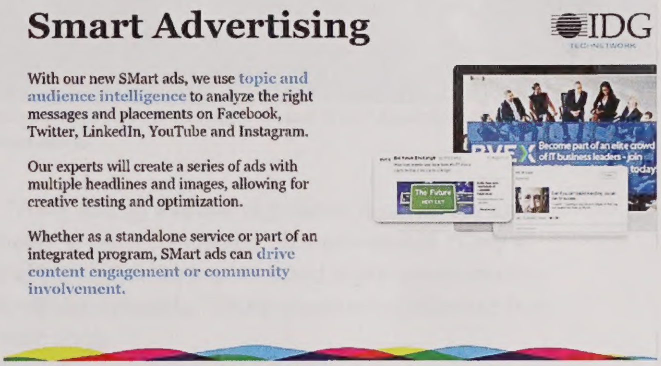
Insight and expertise are critical traits for companies trying to become valued strategic partners. BrandPost allows Spectrum Enterprise to provide value and gain credibility with IDG site visitors. Showcase Spectrum Enterprise thought leadership on a selected topic with the native advertising approach of a blog. These sponsored blogs provide a similar user experience as a traditional IDG editorial blog, but instead use your branded content. Select one (1) brand of your choice and your blogs will be promoted on the site in the same way editorial content is promoted*. Includes A/B testing of headlines/images and copywriting for supplied articles (up to 24).

Sponsorship Includes:
- 30,000 page views on blog posts
- 1,250,000 RON promotional impressions (desktop & mobile)
- 40 total posts delivered over six months
  - 12 – 1,000+ word posts
  - 28 - 500+ word posts

Twice Monthly Reporting:
- Impressions, click thru rate, page views, avg. time on content and shares
  - Mid month email summary
  - End of month detailed report

**Blog content can be promoted across multiple sites (if requested) but content will be hosted on one site.*

BrandPost, one of IDG's top-selling programs, is a curated and client-powered blog within an IDG editorial property. Blogs within the BrandPost will be promoted through SmartAds, another top-selling product in 2017.



Smart Advertising

With our new SMart ads, we use topic and audience intelligence to analyze the right messages and placements on Facebook, Twitter, LinkedIn, YouTube and Instagram.

Our experts will create a series of ads with multiple headlines and images, allowing for creative testing and optimization.

Whether as a standalone service or part of an integrated program, SMart ads can drive content engagement or community involvement.

IDG
TECH NETWORK
Become part of an elite crowd of IT business leaders - join today
The Future

IDC staff gets their red on at Directions Boston in nod to International Women's Day

IDC's Directions conference in Boston coincided with International Women's Day on March 8, and many IDC employees on site wore red in recognition of the day. Among them were (l-r): Director of Sales Enablement **Jill Toole**; Sales Operations Manager **Ruth Sager**; Director, Group Operations **Doreen Francy**; Program VP, Content Technologies **Melissa Webster**; Sales Operations Manager **Suzanne Denton**; Program Vice President, Enterprise Applications and Digital Commerce **Mickey North Rizza**; and Sales Operations Specialist **Laurie Horn**. Read more about Directions in next week's issue of IDG World Update.

IDG Germany sees gains in attendees, sales revenue for 15th IT Strategy Days

Attendee and sales records were broken at IDG Germany's 15th annual IT Strategy Days, the country's largest conference for IT managers and decision makers up to the CIO level. A total of 860 participants came to Hamburg, Germany, Feb 16-17, the most ever for the two-day event; 260 of them were CIOs.

End users paid 490 euros (US$520) to attend, while manufacturers, consultants and service providers paid 2,750 euros ($2,900). Sales revenue for the event was up 12% year-on-year, with Lufthansa Industry Solutions, SAP and Siemens signing on as event underwriters and 22 sponsors with booths in the exhibition area.

The theme for IT Strategy Days was "It's All About Speed: Strategies for Digital Transformation." "The Speed theme was a common thread through all of the 13 lectures, 14 breakout sessions and seven small-scale discussion roundtables," said CIO Germany Editor **Rolf Röwekamp**, with people focusing on strategies and best practices for digital transformation, Industry 4.0 and managing globally distributed IT organizations. CIO Germany and Computerwoche were the lead IDG brands and covered much of the proceedings.

Of the 20 speakers, six were C-level executives from the 30 leading German companies such as Bayer AG, Siemens and SAP. CIO Germany's CIO of the Year 2016 Roger Kehl spoke on digitization at Festo AG, a manufacturer of control and automation technology. A leading trend researcher reported on the key trends that will shaping digital consumerism in 2017 and beyond.

*Computerwoche Online Editor **Karen Funk** led a panel discussion at the HR Lounge.*

IDG Germany continued Strategy Days' Start-up Sessions for the third year, inviting seven start-ups to give a five-minute demonstration of their products, present their business model and answer questions from the attendees.

Event organizers sponsored a special IT Strategy Days study conducted by IDG Research Services in cooperation with the strategic consulting company Oliver Wyman called "4 Digital: The Four Disciplines of Digitization." Researchers sent online interviews to 313 qualified strategic C-level decision makers in Germany, Austria and Switzerland.

The theme for this year's IT Strategy Days was "It's All About Speed: Strategies for Digital Transformation."

"A key finding was that digitization is still mostly uncoordinated in many companies," Röwekamp said. "Only a third of the companies implemented digital transformation in coordinated projects." Study results were presented from the main stage.

New this year was an HR Lounge where companies could talk about the career opportunities they offer during lunch on the event's second day. The lounge was open to all conference attendees and intended as a general meeting place for everybody interested in human resources issues. University students were invited to visit the lounge for free and meet with potential employers.

"Not only did we have students from the local university in Hamburg, but some also travelled from as far as Munich," said Computerwoche Online Editor **Karen Funk**.

Funk introduced three speakers who talked about best practices for hiring digital talent and recruiting and moderated the Q&A discussion session that followed the presentations. She said that CIOs attending the conference were especially eager to learn what the students expect from future employers and what those employers could do to attract their interest.

"The HR Lounge was a pilot this year, but since it was very successful and drew a large audience we are working on a revenue-based model for next year," Funk said.

Röwekamp said IT Strategy Days truly began the day before the actual conference with a pre-event for 50 CIOs. Siemens CIO Helmuth Ludwig spoke on the role of internal IT as Siemens undergoes its own digital transformation.

For more information contact Rolf Röwekamp. ■

continued from page 3

One on one

- Use diaphragmatic breathing with positive imagery.
- Meditate or do progressive muscle relaxation
- Do a small act of service or kindness.
- Feel or express gratitude.
- Journal or write about an intensely positive or stressful experience.
- Walk in nature, preferably near water.

Sometimes our work environment can create stress for us too. We don't even notice it. In the article "On Cleaning up the Clutter," from *Experience Life* magazine, the writer advised taking a good look at our work and home environments, and asking ourselves the following:

- How do I feel when I look around my home? My workspace?
- What piles or other unaddressed items are taking up space?
- What am I hanging onto that I no longer need or want, but have a hard time getting rid of?
- What can I do to improve my working and living environments?

I would also add laughter as a powerful way to pull back from stress. Laughter is said to stimulate the body's natural healing process. I read once that the average child laughs 150 times a day, while the average adult laughs only three times a day.

Q Do you have resources you could recommend?

A Absolutely. And I'm open to helping folks here. I'm active on LinkedIn and Twitter and frequently share resources there. If someone's reading this article and wants to reach out, I'm happy to make additional recommendations for resources too!

Resources for combating stress

Podcast:
- Stop Stressing About Stress

Books
- *The Way We're Working Isn't Working*, by Tony Schwartz
- *The Art of Extreme Self-Care: Transform Your Life One Month at a Time*, by Cheryl Richardson
- *The 5 Choices*, by Kory Kogan
- *Take Time for Your Life*, by Cheryl Richardson

Articles
- Clearing Up Your Clutter Is a Great Way to Clean Up Your Stress Level
- Managing Stress, CIO Executive Council
- 10 Reasons Why Every Office Needs Plants and Flowers
- 7 Exercises that Reduce Stress, Better than Trying to Relax

TEDx:
- The Powerful Secret of Your Breath

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Bridget Cammarata *IDG Strategic Marketing Services*
Michael Cooney *U.S Media*

17

Mattias Malmqvist *IDG Sweden*

13

Alejandro Florean *IDC Latin America*
Steve Kempton *IDC*
Shawn McCarthy *IDC*

12

David Price *IDG U.K.*
Charles Lee *IDG Strategic Marketing Services*

11

Leslie Baldi *IDG Corporate Services Group*

10

Boyd Chastant *IDC*
Kao Yang *IDC*

9

Dario Nazemson *IDG Sweden*
Evan Hardie *IDC Canada*

8

Ryan McNally *IDC Canada*

7

Dominik Tomaszewski *IDG U.K.*
Jacqueline Hendriks *IDC U.K.*
Siew Choon Liew *IDC Malaysia*

6

Jerilyn Hartman *IDC*

4

Laszlo Toth *IDC Hungary*
Ashwin Venkatchari *IDC Middle East, Africa & Turkey*
Esther Rubin *IDG Strategic Marketing Services*
Petra Kacer *IDC*
Natalie O'Reilly *IDC*
Lauren Landini *U.S. Media*
Shari Jansen *IDC Philippines*
Niparat Ea-Somboon *IDC Thailand*

3

Jozsef Bakk *IDC Hungary*
Lawrence Carvalho *IDC*
Kevin Permenter *IDC*
Azucena Panerio *IDC Philippines*

2

Lewis Painter *IDG U.K.*
Sarah Lavery *IDG U.K.*
Steve Ka *CIO Executive Council*
Azadeh Willimans *IDG Australia*
Jordan Jewell *IDC*
Jone Yang *IDC China*

1

Munawar Abdulkareen *IDC Middle East, Africa & Turkey*
Soher Ali Sherief *IDC Egypt*
Marketa Hrabankova *IDC CEMA*
Martin Kozak *IDC CEMA*
Henry Burrell *IDG U.K.*
Elaine Zaragoza *IDC Brazil*
Bosiljka Panic *IDG Germany*
Tamra Cooper *U.S. Media*
Sean Cornell *U.S. Media*
Bettina Volk *IDC Australia*
Yinling Wang *IDC China*
Himanshu Jain *IDC India*
Sean Agapito *IDC Philippines*

Mission accomplished!

Staff at IDC Middle East Turkey and Africa in Dubai recently spent an afternoon at HintHunt, an interactive escape game in Dubai's Times Square Center. Working in small groups of three to five people, players need to work together to discover many hidden objects, codes, keys, riddles and clues that will help them complete their final goal: escaping the room in 60 minutes. IDC META holds team-building events on a quarterly basis. For more information contact Bheban Kewalram. ■

unsunghero

Jakob Jantzen

Conference and Marketing Specialist

IDC Nordic

IDC Nordic Associate Vice President ***Charlotte Thygesen Poulsen*** *named Conference and Marketing Specialist, Event & Go-to-Market Services* ***Jakob Jantzen*** *her team's unsung hero "for his incredible commitment to modernizing the way we do things at IDC Nordic. Jakob has taken every standard document and communication stream under his wing and streamlined them. Most recently, he convinced us to move our 30-year-old yearly Directions event online with great success. He is a great colleague, head chef for our social parties and our running coach in our weekly runs."*

Home Copenhagen

Career path Associate analyst, 2010-2015; Conference and marketing specialist, Event & Go-to-Market Services, 2016-current.

Primary job responsibilities Project management of IDC conferences across the Nordic region. A large part of this is managing conference partners, coordinating conference logistics and, not least, delegate acquisition and retention. I also continuously develop our conferences to create innovative setups that will attract both delegates and partners.

Three things I do in a day's work
- Try to keep my enormous project management Excel sheet up to date, making sure we are on track with every event.
- Communicate with all our partners to make sure they are fully updated about the conferences' development.
- Recommend music to my colleagues.

What I love most about my job That feeling after several months of preparation, coordination and hundreds of emails back and forth when an event goes according to plan.

Conference and Marketing Specialist ***Jakob Jantzen*** *(left) with members of the IDC Running Club: Senior Program Director* ***Carla Arend****, Sales Director* ***Jacob Schmidt*** *and Account Manager* ***Janine Olssen****.*

A hot-button issue I'm dealing with Pulling the right delegates is a key factor for the success of our conferences. However, an increasing number of competitive conferences that end users can choose from is, among other things, making delegate acquisition a major challenge. This calls for a strong marketing plan, reaching prospects through several channels with relevant content able to attract and engage end users. To increase our marketing reach, we are putting a great deal of effort into engaging our partners to help drive conferences' promotion. We do this to acquire delegates, but more importantly to grow our own database for future use.

Career highlight Without a doubt, the launch of IDC Running Club in 2014. Now, three years later, after more than 125 workouts and close to 50 colleagues participating, the running club is stronger than ever. Our weekly workout sessions create a special social solidarity among colleagues, inside and outside the Nordic region.

Interests outside the office I am an enthusiastic home brewer and Italian food lover. I am passionate about sports, running, bicycling, skiing, spearfishing and wakeboarding.

What others can't tell just by looking at me I debuted as an author 10 years ago with a children's comic book about Kenny the Crocodile's Pursuit of Happiness. Already four copies sold!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Peter Amador *IDG TechNetwork*
Jenny Fahlbush *IDG Corporate Marketing*
Rari Hilditch *CIO Executive Council*
Jakob Jantzen *IDC Nordic/Denmark*
Bheban Kewalram *IDC Middle East, Africa & Turkey*
Matthew Naffah *IDG Strategic Marketing Services*
Charlotte Thygesen Poulsen *IDC Nordic/Denmark*
Melanie Roberts *Behind the Lines Consulting*
Rolf Röwekamp *IDG Germany*
Ruth Sager *IDC*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

6 MARCH 2017 | VOLUME 47, NUMBER 10 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | NEW EMPLOYEES - *page 7*

IDG U.K.'s techies awards honor the best in disruptive technology

techies
2 0 1 7
JOBBIO

The awards were given out in 19 categories and honored forward-thinking individuals and companies that are pushing the boundaries in mobile app development, wearables, security, cloud technology and more.

SEE MORE ON PAGE 4

Also inside

IDG TechNetwork wins customer service award

One on One: IDG Enterprise Events VP/Content Development & Strategy Derek Hulitzky

IDC Nordic/Denmark hosts regional Directions conference on new video channel

IDC Turkey's IT Security Roadshow in Istanbul kicks off regional series with increased attendance.

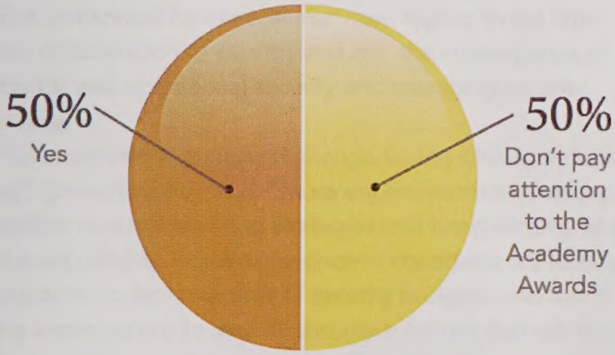
SEE MORE ON PAGE 2

IDC Canada employees go all out — and up — in support of the United Way.

SEE MORE ON PAGE 8

Question of the week results

Did this year's Oscar for Best Picture go to the best movie?



Log on to www.idgcentral.com to vote on this week's question:

If you could, would you invest in Snap?

CLICK HERE

IDG News Service reports from Barcelona

The IDG News Service team at last week's Mobile World Congress produced more than 40 stories and videos. (L-R): U.S. Correspondent ***Agam Shah****, Senior U.S. Correspondent* ***Stephen Lawson****, Video Producer* ***Magdalena Petrova****, Senior Correspondent/Multimedia Director* ***Martyn Williams*** *and Paris Bureau Chief* ***Peter Sayer****.*

IDC Turkey's IT Security Roadshow in Istanbul increases attendees

This year's IT Security event in Istanbul drew 20% more end users than in 2016.

IDC's IT Security Roadshow will visit 32 cities in Central Europe, the Middle East and Africa this year, and the series got off to a very well-attended start in Istanbul on Feb. 9. With 593 end users, a 20% increase over last year, and 37 vendors, the conference was the largest IDC security event ever held globally, according to IDC Turkey Country Director **Nevin Çizmecioğulları**.

IDC Turkey increased the number of IT Security advisory board members this year, and developing the content for the conference based on more diverse opinions that represented a greater variety of industry sectors strengthened the event overall, said Conference Project Manager **Sevil Caliskan**.

Most of the 32 members of the advisory board participated in the conference as a speaker, moderator or panelist. Many of the day's presentations were relatively brief — 10 to 15 minutes long — "which gave us the opportunity to host more speakers and have rich, interesting content that kept attendees engaged," she said.

The conference focused on four main topics: threat intelligence, collaboration of security and risk, the convergence of information and operational security and managing security complexity.

"Cybersecurity is a major challenge for the CIO agenda in Turkey," Çizmecioğullari said. "More organizations are looking to establish new risk-planning strategies and bring security to a board-level visibility. However, economic conditions are forcing organizations to decrease their IT security budgets, and this is leading organizations to seek IT security solutions that will facilitate improved cost and operational efficiencies."

The conference team organized IDC Connect Roundtables at lunch to give vendors the chance to meet with potential clients. In all there were 40 roundtable meetings on eight topics with one vendor representative at each table. Attendees completed a survey in advance to secure their place at a specific table.

For the first time at an IDC Turkey event, the conference booklet included a 10-page white paper. Lead sponsor Netsas funded the paper, "Security Operation Centers: Choosing the right business model and partner," which was written by IDC South Africa Research Manager **Jonathan Tullett** with local data supplied by the IDC Turkey analyst team.

As it has at many of IDC Turkey's other major conferences, press partner WiseTV shot video at the event, including feedback from sponsors and attendees, that IDC Turkey posted to YouTube and other social media outlets and is sharing with partners as part of its post-event report.

IDC Turkey organized a second IT Security conference in Ankara on Feb. 22, which drew 265 end users and 23 vendors.

For more information write to Sevil Caliskan. ■

IDG TechNetwork earns second award for exceptional customer service

For the second year in a row, IDG TechNetwork has won a Gold Stevie award for Customer Service Success.

The Stevie® Awards is a global business awards program created in 2002 that sponsors seven competitions. One of them, the Stevie Awards for Sales & Customer Service, recognizes the achievements of contact center, customer service, business development and sales professionals worldwide.

"This is a great testimonial to the tireless effort our team puts forth to support our client objectives and demonstrate that the IDG TechNetwork leads our competition when it comes to servicing the needs of marketers," said VP/Sales and Marketing **Scott Harris**. "To win this award two years in a row speaks volumes about our dedication to success and the talent we have in this organization."

2017
STEVIE®
GOLD
WINNER
FOR SALES &
CUSTOMER SERVICE

The IDGTN marketing team, led by Director of Marketing **Sheila Cravetz**, submitted the essay and supporting details for the competition, such as the processes to ensure campaigns run smoothly and a framework that provides the sales and marketing team with the resources needed, including training, to be knowledgeable partners for clients.

The team also shared new statistics from its annual customer survey. Among them: 92% of clients were satisfied with customer service, an 8% increase from 2015; 95% were satisfied with sales responsiveness; and 91% were satisfied with TechNetwork's ability to provide value to their campaign compared to other vendors.

"Those numbers are fantastic," Harris said. "It's a great testimonial to what happens when you make customers the top priority and, as important, empower your sales staff through sound training and support."

Write to Scott Harris. For the full list of winners click here.

OneonOne

Derek Hulitzky

IDG Enterprise

The VP/Content Development & Strategy at IDG Enterprise Events is this week's columnist. Reach him at dhulitzky@idgenterprise.com.

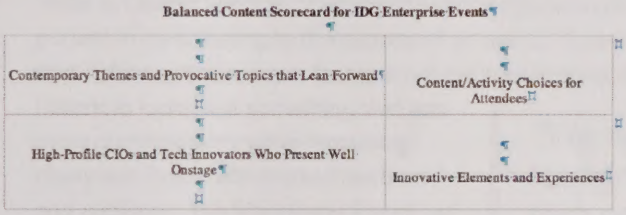
> "One of the keys to healthy experimentation with new formats is building a solid partnership with a sponsor where there's mutual trust to jointly experiment. Some of the best newer formats can be discovered this way."

Q Can you explain what you and the event content team do for IDGE events?

A On a day-to-day basis, we're identifying and confirming the sessions and presenters to deliver compelling programs for our audience of IT buyers. At a higher level, we're continuously ensuring our event content strategy is well aligned to current market opportunities and our business objectives.

Our daily work is heavily influenced by a rigorous schedule of calls we host with CIOs, CTOs, CSOs, advisory board members, sponsors and sponsor prospects. On these calls, we're either gathering their opinions as advisory board members or, most often, vetting or onboarding them to present or participate as panelists at a specific event. All of these conversations help us populate our many event agendas while simultaneously informing us on what's happening in enterprise IT. It's a constant education, and we learn something new every day.

All in all, our agenda-building efforts balance across a scorecard that considers the value of topics and presenters, interesting choices on the agenda and the overall satisfaction and experience of attendees and sponsors (see chart below).



Balanced Content Scorecard for IDG Enterprise Events

Contemporary Themes and Provocative Topics that Lean Forward	Content/Activity Choices for Attendees
High-Profile CIOs and Tech Innovators Who Present Well Onstage	Innovative Elements and Experiences

There are responsibilities specific to my role. For example, I work with our broader team to develop the content strategies for our various events. I'm assigned as the "content lead" for many events we produce. I maintain guidance, standards and efficiencies in how we create content deliverables (event themes, positioning copy, deadlines, best practices in onboarding presenters) across our portfolio. I moderate events, sessions and panels at various events. And I manage ongoing communications with our events marketing, operations and client services teams. Our broader event team is always in motion — whether in production on the road or meeting in the office — and we (content, marketing, operations and client services) form a well-oiled machine.

Q What does IDGE's event portfolio look like?

A We create and produce a wide spectrum of events, all designed to attract IT executives and managers from medium to large-size enterprises. And while the vast majority of our event attendees work in IT, some attendees are from line-of-business functions.

Our event portfolio can be broken down into three main categories:

- Our owned-and-operated, multi-day events produced annually that includes AGENDA, the CIO 100 Symposium and Awards and CSO50 Conference + Awards.
- Our owned-and-operated one-day regional conferences that includes the CIO Perspectives series and the IT Roadmap Conference & Expo series.
- Custom events tailored for a specific client's objectives.

Many of our owned-and-operated events are designed to attract a few hundred qualified attendees — which means the attendees have IT decision-making responsibility in medium to large-size organizations.

Custom events we produce for specific clients (which sometimes include their partners as sponsor participants) can vary in size from moderated dinner gatherings for as few as five or six qualified attendees all the way up to more elaborate programs designed for 75 or more attendees.

In fiscal year 2016, IDGE's events group produced about 20 owned-and-operated events and several hundred custom events.

Q What is one of the more significant trends you've seen in how event attendees are now consuming content?

A From a content consumption perspective, we've seen a trend evolving over the past few years where IT executives and managers enjoy consuming event content in "bite-size" pieces. Specifically, we're now producing a large volume of custom events in the evening with more content than our traditional discussion-based dinners.

One example is a hosted dinner with a moderated panel discussion where attendees at banquet rounds enjoy dinner and a panel moderated by our expert; as the evening unfolds, guests gradually pose their own questions to the panel and by the end of the evening, it has become a moderated discussion across the entire room. The panel is often populated by a mix of sponsor representatives, their partners and customers. Survey feedback from attendees is consistently positive about this format that allows them to combine the bite-sized pieces of networking, dinner and some market education

continued on page 6

IDG U.K.'s techies awards honor innovative, disruptive products and services

With a goal of celebrating the best in innovative and disruptive technology, IDG U.K.'s techies awards honored forward-thinking individuals and companies that are pushing the boundaries in everything from mobile app development and wearables to security and cloud technology. Held Feb. 23 in London, the techies honored people and organizations in 17 categories as well as two Grand Prix categories.

In a market with no shortage of awards programs honoring IT companies — the U.K. Tech Awards and the U.K. IT Industry Awards being two of the largest competitors — techies organizers tweaked this year's edition to focus on a more diverse audience. "The 2017 competition was open to anyone irrespective of their industry, the product they sell or the service they offer," explained **Greeshma Suresh**, events marketing manager, IDG U.K. "We wanted to recognize not just tech companies but also companies that are using technology in innovative ways to benefit the company, its customers or employees."

For example, Suresh noted that this year they received entries from organizations including Ticketmaster, Addison Lee, Atom Bank and the Victoria and Albert Museum, none of which are tech companies, but they entered, respectively, categories such as:

- Best Place for Developers to Work
- Disruptive Tech Leader of the Year
- Fintech Innovator of the Year
- Ultimate App or Website

Addison Lee — a London-based car rental, taxi and courier service that is heavily dependent on information technology to automate and streamline the process of managing its large number of drivers and jobs — won the award for the Disruptive Tech Leader of the Year.

Other categories included:

- Startup awards such as Consumer/Enterprise Startup of the Year
- Best Development Team/Developers
- Retail/eCommerce, Disruptive Tech, Emerging Tech, Innovative Team/Project, Best Mobile Tech for Consumers/Enterprises
- Tech awards in association with Computerworld U.K. such as Best Security/Cloud/Data Analytics

The winners of the two Grand Prix categories — Founder of the Year and the techies 2017 Grand Prix Award — were selected by the judges from among the nearly 100 entries. The techies 2017 Founder of the Year was Ben Stanway from Moneybox, and the techies 2017 , Grand Prix Award went to Splunk. A full list of techies 2017 winners can be found here.

*L-R: **Lynn Mooney**, sales executive; **Eleanor Pratt**, marketing assistant; **Olivia Demuth**, program coordinator; **Greeshma Suresh**, **Kat Neal**, strategic partnership director, Enterprise Group; **Gemma Rollason**, strategic partnership director, TechMedia; and **Matthew Hislop**, program coordinator.*

This year's event was held at the five-star Mondrian Hotel in Central London. "Getting the venue right is so important in contributing to the success of an event," Suresh said. "We wanted a venue that was not too traditional and historic in looks, but something that was more contemporary while remaining classy and in line with the techies brand and audience. The Mondrian offered just that, with its versatile and elegant event space and state-of-the-art AV technology. The venue is well connected with public transport links, and the riverside location added to its appeal."

> "We wanted to recognize not just tech companies but also companies that are using technology in innovative ways to benefit the company, its customers or employees."
>
> *Greeshma Suresh*

The event format was designed to maximize relaxed networking and fun, Suresh noted. The evening got under way with one hour of socializing and music, followed by the awards ceremony, which was hosted by Techworld Editor **Charlotte Jee**. Honorees were invited to the stage and presented their awards by Editorial Director **Matt Egan**, CIO Editor **Edward Qualtrough**, Computerworld Editor **Matthew Finnegan**, Online Editor **Scott Carey** and Online Editor **Thomas Macaulay**.

Winners were eager to take advantage of their 60-second allotment for victory speeches, Suresh noted. Post awards, there were more celebratory drinks from an open bar, dancing and an opportunity for photos taken in front of a branded photo wall that winners and non-winners alike

continued on page 6

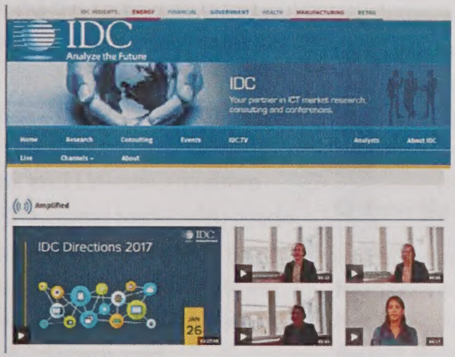
IDC Nordic uses power of new video channel to reach Directions audience in four countries

IDC Nordic/Denmark has produced its annual Directions briefing for the region for decades as a traditional conference in Copenhagen, but with a new website and integrated IDC TV video channel at its disposal, this year the business unit hosted it as a live digital event to expand its geographic audience.

The new website, which went live in early January, has been an IDC Nordic initiative and developed with support from the IDC EMEA design team and an outside vendor.

IDC Nordic covers four countries — Denmark, home to more than a dozen employees; Sweden, with three employees; and Norway and Finland — and Associate Vice President **Charlotte Thygesen Poulsen** said clients often ask why Directions isn't held in other Nordic countries. "Producing the live digital event gave us a chance to be present and relevant in all the countries during a slow period of the year," she said. "It was also a way to generate traffic to the website and open people's eyes to the content they can find there. We marketed Directions this year to both the vendor and end-user communities as our focus on innovation accelerators is relevant to both groups."

Conference and Marketing Specialist **Jakob Jantzen** served as the videographer for Directions, which was filmed live in the business unit's Copenhagen office on Jan. 26. Poulsen introduced the program and handed off the microphone to IDC EMEA Chief Analyst **Philip Carter**, who looked into the future to assess the impact of IDC's Innovation Accelerators (Internet of Things, cognitive systems, robotics, 3D printing, natural interfaces and 3rd Platform-optimized security). He was followed by IDC Nordic Research Manager **Anders Elbak** (digital transformation opportunities in the Nordic region, IDC EMEA Research Director **Jonas Knudsen** (innovation accelerators in health care) and IDC Nordic Research Director **Jan Horsager** (services orientation and digital leadership).



Your partner in ICT market research, consulting and conferences.

IDC Nordic has been populating its new website with a variety of analyst videos.

Each speaker stood in front of an IDC signage panel and a credenza with a TV monitor showing slides in the background, and the video toggled between that view and close-ups of each slide.

IDC Directions 2017
WELCOME
IDC

IDC Nordic Associate Vice President ***Charlotte Thygesen Poulsen*** *introduced the first digital edition of Directions from the company's office in Copenhagen.*

Attendees had to register in advance for the live broadcast and about 250 did, with 114 tuning in live. The number of actual viewers was much more than that, however. "Not only did we have our most important clients 'in the room,' we also had a lot of positive feedback about our broader reach, as clients who might have just sent one representative to Directions said they took entire departments into a meeting room to watch the broadcast."

The audience was able to ask questions or post comments via Twitter at #IDCDirections17. Poulson said she was pleased with the number of attendees as well as the activity on Twitter, which generated about 3,200 exposures and 106 engagements. The Directions videos are also available on demand on the website, and some 500 people have watched the recording as Feb. 28.

"It was a great first trial, and customers said they are looking forward to more of these kinds of webcasts," Poulsen said.

IDC Nordic is in the midst of moving its webinars onto the new IDC TV platform as well. The group plans to incorporate more video programming, and it will use the platform to produce videos that can be used on social media.

Contact Charlotte Thygesen Poulsen. ■

continued from page 4

techies

Techworld Editor ***Charlotte Jee*** *served as host of the techies.*

were quick to share using the #thetechies hashtag.

While last year's techies relied solely on entry fees to drive a profit, this year the £250 (US$310) entry fee was supplemented by sponsorship from event partner Salesforce, resulting in an overall profit margin of 66%, Suresh said.

Suresh said the event's success was largely attributable to a "real team effort between editorial, marketing and sales, which all worked together effortlessly. Special thanks are due to Charlotte Jee for her enthusiasm and resourcefulness throughout the planning process and her hosting of the evening," Suresh noted.

Email served as the primary marketing channel for this year's event, Suresh said. "We leveraged our Techworld and Computerworld databases totalling nearly 30,000 contacts. We sent approximately 30 promotional emails to our communities including PR contacts, past entrants and past advertisers alongside new prospects. And we pushed content around the techies through our newsletters, which directed recipients to the techies pages on Techworld.com."

Additionally, the team used banner advertising and native ads on the Techworld and Computerworld websites, as well as using social media channels (Twitter, Facebook and LinkedIn) to share news articles. "The sales, marketing and editorial teams also made phone calls to a database of PR companies that work with a range of tech and non-tech companies to gauge their interest in the techies, and this garnered a lot of positive responses, and a percent of our entries came through this channel," Suresh said.

The techies team received generally positive and encouraging responses, with many people commenting on the choice of venue, the structure of the night and the overall vibe and atmosphere of the night, Suresh said.

"Overall the event was a huge success, with up to 90% of the delegates turning up despite the weather and travel disruptions caused by Storm Doris," Suresh said. "The atmosphere created by the venue and the hosts alike was much appreciated by the guests, and made the event hugely enjoyable. The highly positive post-event comments from the guests conveyed their satisfaction with being part of the techies 2017 awards, and the success of this year's event has set the bar high for the 2018 techies!"

For more information, contact Greeshma Suresh. ■

---

continued from page 3

One on one

at the end of their work day, all of which allows them to get home at a reasonable hour.

We're also seeing an uptick in sponsors for a format we call "Keynotes and Cocktails," where we briefly present trends on a topic and then introduce a sponsor for an abbreviated keynote. These less formal gatherings offer sponsors excellent networking opportunities with decision makers at a lower investment than our more elaborate events.

These newer formats are appealing to attendees as an alternative to, say, a morning-long roundtable that takes place during work hours.

All of this said, one of the keys to healthy experimentation with new formats is building a solid partnership with a sponsor where there's mutual trust to jointly experiment. Some of the best newer formats can be discovered this way.

Q What's the process like for developing content for an event?

A Whether it's an owned-and-operated event or a custom opportunity, we always conduct a lot of discovery and discussion with stakeholders, whether they be advisory boards, internal contacts and potential sponsors for owned-and-operated events or sponsors for custom events. We then produce a document that's only a couple of pages long that identifies an event theme, a paragraph of audience-facing positioning copy about the event and a rough sketch of the agenda footprint.

Once stakeholders are in agreement with the words in that simple document, it becomes a pivotal cut-to-the-chase moment in the event's campaign. From there, sponsor-facing materials can be created, a web presence for the event can be unveiled, audience development can begin and presenters can be recruited. Much is set in motion once that important document is finalized.

Q How do awards programs fit into the mix?

A For decades now, awards programs have become a continuously refined core competency at IDG Enterprise. We produce several programs that recognize organizations, including the CIO 100 Awards, the CSO50 Awards and Digital Edge Awards, while Computerworld's Premier 100 Awards recognize individuals. These programs fit hand-in-glove with our owned-and-operated events as winners create a pool of potential presenters and attendees at our events, and we can honor winners at an awards ceremony and dinner during the event. This core competency has translated into creating custom awards programs for specific clients whereby we — as an independent third party — manage the nominations and judging of a client's customers, and the client benefits from the credibility, expertise and objectivity of our brands as the program's producers.

Q Is there anything you've learned along the way that's timeless?

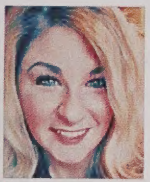
A When we produce an event, we're not just working to complete that specific event. Our eye is on delighting attendees and sponsors to earn the opportunity to produce it again. That mind-set is a critical part of creating a sustainable event business. ■

noteworthypeople

New employees

Johal

Pardeep Johal joins **IDG U.K.** as a program manager, coming from the start-up digital health company Digital Life Sciences where she was a project manager. She earned a B.S. in multimedia technology from Birmingham City University and enjoys cycling and going to comedy shows. pardeep_johal@idg.co.uk


Raygor

IDG TechNetwork has hired **Tiffany Raygor** as a digital sales manager. Previously director of sales, Midwest with Digilant, she holds a double B.A. in advertising and psychology from Drake University in Des Moines, Iowa. She spends her free time with her dog Kuma, running (she's run the Chicago Marathon twice) and trying new restaurants. tiffany_raygor@idgtechnet.com

Al Far

New at **IDC Egypt** is Senior Office Assistant **Iman Al Far**. Previously an executive assistant with Vodaphone Egypt, she holds a general secretarial certificate from the American University in Cairo, as well as diplomas in English and accounting. In her free time she enjoys running, dance and long-distance cycling. For the last eight years she has done a multi-country week-long European cycling trip. "The greatest challenge was crossing the Alps," she said. ialfar@idc.com

Previously a digital ad ops executive with Global, **Lucy George** joins **IDG U.K.** as ad ops campaign manager, Europe. She earned a B.A. in applied computing and French from King's College London and enjoys cooking, baking and writing. She is currently working on her first novel. lucy_george@idg.co.uk

Amor

Also new at **IDG U.K.** is Software and Front-end Developer **Yassine Amor**. Previously a software developer with Consalis Ltd. he holds a B.S. in mathematics from France's Ecole Polytechnique Federale de Lausanne and an M.S. in computer science from Scotland's University of Edinburgh. For his master's project he designed a map application that provided the safest route between two random locations in Edinburgh. Away from the office he enjoys photography, football and tennis. yassine_amor@idg.co.uk

Send information for the Noteworthy page to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
John Dix *U.S. Media*

22
Antonette Cutone *IDG*

20
Carl Olofson *IDC*

16
Zach Sullivan *U.S. Media*

12
Amy Catalogna *IDC*

11
Frank Wang *IDC China*

9
Jiri Kolarik *IDC CEMA*
Martin Swingler *IDC CEMA*

8
Meghan Parisi *IDG Strategic Marketing Services*
Chetan Patil *IDC CCR (India)*

7
Angela Peng *IDC China*
Sarah Nadeau *IDC*

6
Vaibhav Verma *IDC CRR (India)*
Fabian Cardoz *IDC India*
Divya Gowda *IDC India*
Ashish Talwar *IDC India*
Aki Nakamura *IDC Japan*
Louise Pearson *IDG Global Solutions*

5
Felix Cheng *IDC Hong Kong*
David Schubmehl *IDC*
Jitesh Ubrani *IDC*
Fiona Macrae *IDC Ireland*

4
Pat Casey *IDG Connect*
Katerina Juchelkova *IDC CEMA*

3
Sharath Babu *IDC India*
Michael Edward *IDC Indonesia*
Peter Rutten *IDC*
Keiichi Sakamoto *IDC Japan*

2
Beverley Ramos *IDC Philippines*
John Feng *IDC Australia*
Jessica von Sperl *IDC Australia*
Alon Rejano *IDC Philippines*
Eric Schermerhorn *IDC*
Stewart Bond *IDC*
Marianne Haldoupis *CIO Executive Council*
Paola Soriano *IDC Peru*

1
Vivek Ramaprasad *IDC CCR (India)*
Rahul Bhutail *IDC India*
Saurabh Vasudeva *IDC India*
Sreenath Kandarpah *IDC Malaysia*
Anuroopa Nataraj *IDC*
John Villali *IDC*
Dianne Turner *IDC*
Manish Nargas *IDC Canada*
Nick Ross *IDG Australia*
Veronica Habalova *IDC CEMA*
Ahmed Moussa *IDC Egypt*
Lucie Parmova *IDC CEMA*
Spyros Skiadopoulos *IDC Greece*

Share your news!

Employees at any IDG or IDC business unit are invited to share news about what their group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Tell us about an office mate with an interesting hobby or volunteer activity. Send your tips to world_update@idg.com and we'll take it from there.

IDG gets social

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

IDG
Tech & Marketing News

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news regarding media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

The Rise of the Digital Advertising Truther (Digiday)

Email Marketing To Grow In 2017, Study Says (MediaPost)

Inside blockchain's simmering war of semantics (Digiday)

Social Media Becoming Less 'Fun' for Consumers and Brands Need to Go Back to Basics, Says Study (The Drum)

IDC Canada employees go all out — and up — in support of United Way

L-R: **George Bulat**, *consulting director;* **Chris Sullivan**, *VP, Finance & Operations;* **Barbara Hall** *and* **Steve White**, *program VP, Channels & Alliances at the United Way gala.*

L-R: **Manish Nargas**, **Barbara Hall**, *Jeff Hall,* **Andrea Loziuk**, **Dave Pearson** *and* **Jonathan Larrad** *in front of the CN Tower in downtown Toronto that they were about to climb.*

For the second year in a row, IDC Canada's generous support of the United Way earned it a nomination for the charity's Spirit award in the Technology and Communications sector. And while it did not take home the award this year — as it did last year — IDC Canada representatives left the United Way gala on Feb. 7 "feeling extremely proud and content with our campaign efforts, as we know they will make a substantial difference in our community," noted **Barbara Hall**, associate VP, operations and product management and chair of the IDC Canada United Way Committee.

IDC Canada's 2016 United Way contribution was C$83,080 (US$63,420) and included employee contributions— 76% chose to participate in the online campaign — a company matching gift and the proceeds of a number of innovative fundraising efforts.

L-R: Scotia Bank Rat Race participants: **David Senf**, *program VP Infrastructure Solutions;* **Steve Yang**; **Thomas Dyer** *(former director, Forecasting & Measurement;* **Kevin Lonergan**, *senior analyst, infrastructure solutions;* **Amy Ching**; **Andrea Loziuk**, **Lars Goransson** *(GVP & general manager; and* **George Bulat**.

In addition to tried and true special events, such as raffles for NBA Raptors tickets, a Vino with **Vito [Mabrucco]** wine tasting, the Scotiabank Rat Race, "Chase the Ace" raffle, a photo calendar contest, a chili cook-off, silent auction and a swear jar, the team also revived two favorite events from the past: United Way Bingo and the ever-popular United Way foosball tournament. Also new to the 2016 campaign were two more community events: the Scotiabank Toronto Waterfront Marathon (**Steve Yang**, senior analyst, Mobility, participated) and the CN Tower Stair Climb, as well as two more raffles — one for Apple's new AirPods wireless headphones and another for tickets to an NHL Toronto Maple Leafs game. This expanded effort on special events helped IDC Canada raise more than C$7,610 ($5,810) toward its total contribution. According to Hall, "it's the most money IDC Canada has ever raised through special events, and it was a staggering 43.6% increase over the prior year's total."

A special shout out goes to a small but mighty team composed of **Amy Ching**, consulting associate; Andrei Fajardo (Amy's partner); **Manish Nargas**, research analyst, Consumer & Mobile; Hall, Jeff Hall (Barb's husband); **Andrea Loziuk**, marketing manager; **Dave Pearson**, research manager, Storage & Networking; and **Jonathan Larrad**, director, Enterprise Accounts; who raised C$3,145 ($2,400) participating in the CN Tower Stair Climb for United Way on Oct. 23, 2016, Hall said, adding that "the team bravely climbed 1,776 stairs to the observation deck of the CN Tower." Climbing times ranged between 17:53 (Dave Pearson) and 30:20 (Barb Hall).

According to Hall, the United Way of Toronto & York Region raised more than C$102 million ($77,862,000) in 2016, its highest achievement to date, which is also recognized as the largest United Way campaign in the world.

For more information, contact Barbara Hall. ■

thanksto

The IDG World Update editors would like to thank those who assisted with this issue:

Sevil Caliskan IDC Turkey
Nevin Cizmeciogullan IDC Turkey
Barbara Hall *IDC Canada*
Scott Harris IDG TechNetwork
Derek Hulitzky *U.S. Media*
Charlotte Thygesen Poulsen *IDC Nordic/Denmark*
Greeshma Suresh *IDG U.K.*
Martyn Williams *IDG News Service*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

IDG World Update

EMPLOYEE NEWS AND INFORMATION

27 FEBRUARY 2017 | VOLUME 47, NUMBER 9 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Computerworld plans monthly features for 50th anniversary

CW@50
CELEBRATING 50 YEARS
[1967-2017]
COMPUTERWORLD

With plenty of content to look back on, CW's editors are scoping out technology and event timelines, coverage of the hot-button issues, interviews with IT industry luminaries, favorite tech cartoons and more.

SEE MORE ON PAGE 4

Also inside

Homegrown speakers club helps IDG Australia employees hone public speaking skills

One on one: CIO Executive Council President Pam Stenson on CEC's services and key differentiators

Five ways to improve your team's sales performance

CIO Pakistan celebrates ninth anniversary with first enterprise C-level event.

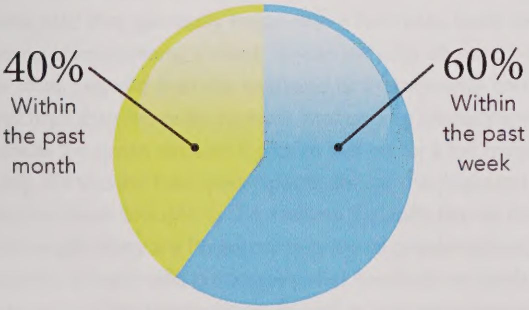
SEE MORE ON PAGE 5

Unsung Hero: IDC South Africa Research Manager Jonathan Tullett is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

When was the last time you wrote a check?



Log on to www.idgcentral.com to vote on this week's question:

Did this year's Oscar for Best Picture go to the right movie?

CLICK HERE

IDG @ Digital Media Strategies

IDG CEO Michael Friedenberg and Chief Marketing Officer Josh London spoke at the Digital Media Strategies conference in London last week. Briefing Media CEO Neil Thackray (below, right) interviewed Friedenberg (left) during a morning plenary session on the changing landscape of media and how companies like IDG are diversifying their revenue streams to adapt to the new competitive dynamic. London conducted a session on IDG's global rebranding.

Homegrown Speakers Club helping IDG Australia staff hone presentation skills

A homegrown solution is helping staff at IDG Australia hone their public speaking skills in a fun and supportive environment and having a positive impact at the business unit that extends well beyond the podium.

IDG Australia Managing Director **Davy Adams** came up with the idea for the bi-monthly IDG Speakers Club and received an enthusiastic reception when he floated the plan with colleagues. "A lot of people have a desire to improve their public speaking skills," Adams noted, adding, "and some have a morbid fear of speaking in public that they want to get over. I thought it would be great if we could set up a Toastmasters-style format at work, and in the 'let's try it' IDG style we gave it a go."

The group, which is strictly voluntary — "though some managers have 'encouraged' staff to attend on the basis that it would be good for them and their careers," Adams noted, meets every other month for two hours and includes lunch. A typical session includes 15 to 20 employees.

Hafizah Osman, deputy editor, ARN (l); and Cherry Yumul, senior account manager, ARN.

"Accountants don't usually get to experience public speaking and I saw this as an excellent opportunity to polish up on this skill," noted **Jawad Bajwa**, CFO at IDG Australia. "I enjoy taking myself out of my comfort zone from time to time, and this was a perfect fit. I took two members of my team along with me as I felt it would be good for their development and they would be more at ease if I was there, too."

Adams said they generally begin with a few really basic warm-up exercises: introductions; a short, 30-second chat about an easy topic like what they did over the weekend or their favorite comedy show; and then they move on to more challenging situations in which people are given random topics to talk on for a full minute.

During the second hour, participants deliver the prepared speeches they have brought to the session. Typically two to five minutes in length, they are Powerpoint-optional presentations. At the conclusion of each talk, colleagues offer feedback on both the positive aspects of the presentation as well as any areas where it could be improved. At the most recent session, Adams said that they added a panel discussion to the mix. "We chose Donald Trump as the topic and had two panelists assigned to express strong support and two strong opposition. It was pretty fun to watch very liberal journalists vehemently support Trump," Adams noted.

*From left: **Hannah Richardson**, manager, Services & Marketing, Online, Development IT; **Nadia Cameron**, publisher, CMO, editor CIO/CMO; **Leon Spencer**, head of news, Australian Reseller News; and **Eduardo Silva**, senior account manager.*

"I thought it was going to be a very cold environment where each and every one of my moves would be picked up on and analyzed," said **Hafizah Osman**, deputy editor, Australian Reseller News. "I never expected it to be such a fun environment with colleagues telling really hilarious stories from their lives. It brings us together as a team and I must say, even for the impromptu sessions, some of the things my peers come up with are ingenious."

"It really has been wonderful to watch people's confidence build over the three sessions we've run so far," Adams said. "People who walk past the boardroom when we're in there comment that they hear a lot of laughter. And it's true, we do laugh a lot!"

"One thing I was very pleased to learn from this was that despite all these years of working in finance I still have not lost my sense of humor," Bajwa confirmed. "It has also been highly enjoyable listening to other people's personal stories and connecting with them on a human level."

In addition to everyone walking out "feeling very positive and energized," Adams said they have also noticed that the program helps to spur cross-team interaction. "Suddenly you have finance, development, editorial and sales all in one room talking and laughing and engaging. And when people have an opportunity to learn more about their colleagues, that, in turn, helps make interdepartmental interactions easier."

For more information, contact Davy Adams. ■

*From left: **Karen Krieger**, account manager, enterprise; **Jawad Bajwa**, CFO; **Russell Stanton**, accounts receivable; **Pinkal Patel**, accounts payable; **Nadia Cameron**, publisher, CMO, editor, CIO/CMO; and **Hafizah Osman**, deputy editor, ARN.*

OneonOne

Pam Stenson

CIO Executive Council

The president of the CIO Executive Council is this week's columnist Reach her at pstenson@cio.com.

> "The CEC is working hard to expand our franchise offerings around the world to add to our Spain and Australia licensees. Nearly all of our U.S.-based CIOs operate globally and are eager to connect with others as they expand their business in areas of the world where they have never operated."

Q What is the basic mission of the CIO Executive Council?

A CIO Executive Council (CEC) was founded 12 years ago to serve and advocate for the evolving, challenging and demanding role of the chief information officer (CIO). While originally we started as facilitators helping CIOs share their work, today we are directly involved in the execution of the strategic business plans our CIOs are carrying out.

We not only serve CIOs but our robust offerings now support aspiring CIOs, female leaders and various business leaders throughout the organization. The CEC's professional advisory services focus on top-level executives who are not only accountable for maintaining the tactical integrity and growth of the IT organization but share responsibilities for attaining company-wide business objectives and goals.

These corporate leaders are orchestrating technology innovation projects and initiatives, as well as taking an active role in strategic business planning and assuming fiduciary responsibilities on a global scale. Scaling our services to effect a larger demographic of leaders versus simply serving a single CIO is something we have been focused on for the past three years.

Q What kind of services and programs are offered by the CEC?

A CEC services are grouped into four strategic program areas; all but one (Strategic Enterprise Services) are available through an annual subscription:

- **The Executive Network (EN)**, which is the nucleus of the CEC and a vibrant, members-only community of global business leaders who are encouraged to engage in activities, programs and services that provide both personal and professional empowerment and transformation. Services range from one-on-one connections with other members and experts who are part of the CEC global network to high-level roundtable discussions, participation in strategic virtual sessions and involvement in live IDG and third-party events.

Brand Management Services is included as part of the Executive Network experience to provide global speaking and media opportunities for CIOs and IT leaders who want to expand their influence as transformational executives. EN members can also access a proprietary portal, providing a gateway to practitioner tools and developmental resources that can be used to empower decisions, elevate and motivate IT and business teams and become a future-first leader of a future-ready organization.

- **Accelerated Leadership**, the Pathways Leadership Development Program, which is focused on providing real-world solutions to strategic problems and challenges through mentoring, coaching, active group discussions and the application of tools and workshop strategies, all curated and facilitated by experienced business leaders and influencers. The goal is to help future leaders and others on the IT organization fast-track discover their strengths, identify specific areas for improvement and select the appropriate learning curriculum to craft a career road map.

- **Strategic Enterprise Services (SES)**, which provides highly customized, interactive learning sessions, both on-site and virtually, that are designed to impact team performance while delivering business outcomes that are immediately actionable. These sessions deliver relevant and impactful curriculum modules that drive strategic change within IT organizations and companies that serve as a starting point for current initiatives as well as future focus areas. We have been hired by some of the largest corporations in the world to offer sessions on topics ranging from change management to stakeholder relations and design thinking.

- **Women in Leadership**, a diversity education and empowerment program under the SES umbrella, provides an environment where IT leaders and those who aspire to be leaders share real-world experience and advice that can immediately be put into practice by women to meet challenges, empower them both personally and professionally and add real value to their organizations. Most importantly, the activities provide the opportunity to engage with global business leaders who share their best practices and inspirational stories and thereby inspire women at all levels of the IT organization to reach their fullest potential.

The CEC's extensive portfolio of programs and services are the focal point of an exciting brand strategy rolled out last year that highlights the business value of the organization. The centerpiece is a vibrant and new public website that has quickly generated a positive buzz in the industry. In just the first four months since launch,

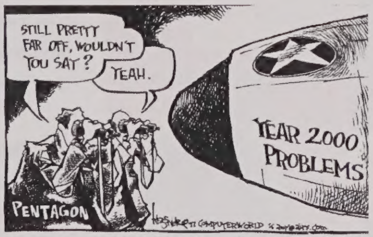
continued on page 6

Computerworld plans monthly features to celebrate 50 years of publication

IDG's flagship title came into the world — the computer world, of course — on June 21, 1967, and the current staff has a long list of how it plans to celebrate five decades of publication. Computerworld Editor-in-chief **Scot Finnie** set the stage with his Jan. 25 column, telling readers to expect "the 50th anniversary installment plan" with special content appearing each month during 2017.

"The CW@50 plan takes what we've learned to do with our other special projects — roll them out in stages — and applies it to a much bigger project," Finnie said. "With 50 years of content to select from, we knew that one typical special projects package wouldn't cut it. By including anniversary-related content each month, we can meet one of our standing editorial goals: to maximize the 'time in the sun' — the number of hours or days a given piece of content is exposed to readers. There are several tactics we are developing for that, one of which is rolling out collections of related content piecemeal instead of the whole batch at once."

"Readers enjoy when we dig back through our archives to spotlight key turning points in the IT industry and other snapshots in time," said Computerworld Editor **Ellen Fanning**. "We'll gather technology and event timelines, revisit our coverage of the hot-button issues of the past five decades and publish a feature we all love — funny advertisements from past print magazines."


STILL PRETTY FAR OFF, WOULDN'T YOU SAY?
YEAH.
YEAR 2000 PROBLEMS
PENTAGON

Computerworld will be featuring many of the cartoons that chronicled challenges its readers faced over the years.

Senior Reporter **Lucas Merian**'s story on how IDG founder **Pat McGovern** saw the need for the first newspaper to target the entire computer industry also appeared on Jan. 25. As part of the piece he interviewed Pat McGovern, Jr., who is working on a book about his father and IDG's company culture. There's been a lot of overlap between what he's doing and what Computerworld was planning, Finnie said, and McGovern and the editorial team have been sharing ideas for what CW might cover as part of the CW@50 project.

CW@50
CELEBRATING 50 YEARS
1967-2017
COMPUTERWORLD
BOT
Rebirth
Risk
Gun HIRE
COMPUTERWORLD IS LAUNCHED

Computerworld will be celebrating its 50th anniversary throughout 2017.

In February, Computerworld launched a compilation of cartoon satire by editorial cartoonist John Klossner that was published for many years in Computerworld, including this series on preparing for Y2K.

The staff is planning to feature significantly more anniversary content in June, and most of Computerworld's digital magazine (see sidebar) for the month will be focused on the 50th.

While this year's milestone is a joyous one, there's still a lingering thought of what could have been. When the editors started thinking five years ago about what to do for the golden anniversary, "Pat McGovern promised us that he would write a long, thoughtful essay for this content package," Finnie said. "We had planned to build it around him. But we're sure Pat would've liked this plan, too." ■

Digital magazine is option for readers

Less than eight weeks after the Computerworld print magazine ceased operation in August 2014, the editorial team launched the award-winning Computerworld Digital Magazine (CDM), which is published 10 times a year. The staff moved quickly to keep the print subscription list alive, and that is the basis of CDM's 80,000-plus email notification list. The emails carry a link to the downloadable CDM PDF. "The content is quite similar to that of the print publication it carries on for," said Editor-in-chief **Scot Finnie**, "but the touch-enabled digital magazine has a horizontal aspect ratio that matches smartphone, tablet and desktop computer screen orientations."

In honor of its its ninth year, CIO Pakistan holds first enterprise C-level event

CIO Pakistan celebrated its ninth year of showcasing the country's enterprise industry through magazines, websites and events with a new event – the CXO Verve Congress 2017, held earlier this month in Karachi.

CIO
Publications. Online. Events
Serving The Tech Community
Annual Issue 2017
CXO

The team from IDG's Pakistani licensee Rasala Publications behind the CIO Verve Congress 2017 included (l-r) Deputy CEO ***Aqsa Tariq****; Director, Lead Generation and Call Center* ***Unsa Mushtaq****; Managing Director* ***Salaina Haroon****; and CEO* ***Sana Shah****.*

"With our sister brands, CSO and CFO, we have built engagement across several enterprise verticals, learning what executives' issues are and helping them connect through peer-to-peer networking opportunities," said **Salaina Haroon**, managing director of Rasala Publications, IDG's Pakistani licensee. "From our customized content solutions to our research, we have been creating market intelligence for the community. Celebrating the kickoff of our tenth year in Pakistan and building up to the first CIO Pakistan Awards next year, we invited top technology and business leaders, as well as industry thought leaders and technology vendors to an exclusive boutique conference and networking dinner that showcased the industry and how far it has come."

Publications. Online. Events
Serving The Tech Community
Annual Issue 2017
IDG

Rasala Publications CEO ***Sana Shah*** *(center) cuts a ninth-anniversary cake at the conclusion of the CXO Verve Congress 2017 with executives from P@SHA, Cisco, Oracle Pakistan and IBM.*

She added that the Verve Congress was the first Pakistani event of its kind to discuss the changing roles of CXO executives and how CIOs have to rise out of technology roles and into executive responsibilities.

"Our aim was to kickstart the year with an event that helps develop a stronger business foundation through the knowledge sharing and understanding the business principles that drive enterprises," Haroon said.

The three-hour event gave the 225 attendees a chance to "talk the talk" with key stakeholders, C-suite members and executives from large-scale organizations. In attendance were leading CIOs, CSOs, CFOs and other C-level executives from cross-industry verticals including financial services industry, manufacturing, fast-moving consumer goods industry, pharmaceuticals and textiles. Sponsor vendors included Lenovo, Oracle, IBM, Cisco, Hitachi and local firms including RapidCompute, Trillium Information Security Systems, PTCL and Wavetec.

Two keynote speeches by the chief digital officer Habib Bank, Ltd., one of Pakistan's largest banks, and the chief disruption officer from TCS Pakistan were followed by four 20-minute panel discussions with CIOs; CSOs; C-suite members including chiefs of administration, operations, human resources and finance; and a variety of industry vertical executives who discussed the role of the C-suite and CXOs in enterprises.

"These sessions also explored how organizations are managing digital disruption and what new designations are quickly evolving and what roles they play," Haroon said.

After a networking dinner executives from Cisco Pakistan, Oracle Pakistan and IBM Pakistan shared closing thoughts on Pakistan's evolving enterprise technology landscape.

For more information, contact Aqsa Tariq. ■

continued from page 3

One on one

page views on the site increased more than 3,600% over the total for an entire year (June 1, 2015 – June 14, 2016.) The new branding has produced more leads than ever in our history and has increased global awareness for the CEC and its foreign franchises, most recently in Spain.

Q What differentiates the CEC from competitors?

A Beyond the breadth of services provided by the CEC, at the end of the day the organization is in the 'people business,' whether that includes helping a new CIO deal with issues of talent management and communicating to the board or connecting leaders who may be struggling with handling a potential exposure and needs constructive advice or guidance from a peer. It is a simple 'local to global' proposition when it comes to working closely with CEC members and tapping resources that span far beyond our CIO member community that can help achieve short- and long-term goals and objectives.

The value of our network is in the connections we can make at a very strategic leadership level. This collection of expertise, coupled with the assets of IDG, is unprecedented in the marketplace. These connections can not only be called into play to help solve specific business challenges and problems but can also drive personal growth and advancement that can ultimately benefit the overall objectives and goals of a company.

As an example, a client who is the CIO and managing director of a global private equity firm reached out to the CEC because he was part of a committee assessing the potential acquisition of an insurance company. He and his business stakeholders were concerned with the consumables that were being considered, and as part of the due diligence process he wanted to speak with a CIO in the insurance industry who had intimate knowledge in the space. The CEC identified and connected him with an expert in that field with the result having a direct impact on the decision to acquire or not acquire that company.

Virtual event and expert connections are also shared with the CEC Australia franchise that recently worked with the U.S. staff to bridge the 10,000-mile distance and connect an expert on IT talent and retention with an Australian CIO.

Q Brand Management Services would also seem to be a unique offering and a key differentiator. Can you tell us why?

A As noted earlier, Brand Management Services works very closely with CEC clients to get them actively involved in IDG and partner events worldwide, offering opportunities to connect, engage and exchange ideas with other IT leaders and business executives. We also leverage IDG and outside media assets to place members in leading IT and business publications and outlets, providing a public forum to speak out on key technology and strategic issues.

CEC member companies will participate in a number of key U.S. events this year that focus on enterprise transformation topics. Several of our members will also take part in a major Internet of Things (IoT) conference and awards event in Europe this fall. CEC members have also been profiled and quoted in such media outlets as Fortune, Forbes, and The Wall Street Journal, as well as IDG's own CIO and Computerworld.

In the past six months Brand Management Services has placed 311 CEC members in media and event opportunities on four continents worldwide, including North America, South America, Europe and Australia. IT Leader members have also taken part in key IDG media projects, such as CIO.com's popular Quick Takes feature, with 26 CEC placements.

Q What is in the future for the CIO Executive Council in terms of its global growth?

A The CEC is working hard to expand our franchise offerings around the world to add to our Spain and Australia licensees. Nearly all of our U.S.-based CIOs operate globally and are eager to connect with others as they expand their business in areas of the world where they have never operated. This spring we will co-host our first CEC event in Madrid as part of the CEC Spain franchise agreement, and there are many U.S. CIOs and local area leaders making the trip.

For all its inroads and success as an avenue for IT leadership excellence, however, the CEC is essentially a niche player in what has become a highly competitive marketplace. Suddenly the marketplace is full of companies in the "CIO Advice" business!

The timing could not be better for IDG's pending acquisition. There is a tremendous appetite for driving change, and the leaders we serve are right in the middle of it all. We look forward to planning our future offerings with global expansion in mind as we continue to deliver unique, impactful executive leadership services. ■

IDC draws capacity crowd at RSA

PATRICK GORMAN

*IDC's annual breakfast briefing at the security-related RSA Conference in San Francisco earlier this month was one for the record books. The standing-room-only crowd topped 320 attendees – IDC's largest turnout for that event – and more analysts than previously participated in the panel discussion. Program VP/Security Products **Sean Pike** opened with a presentation on security and digital transformation followed by a Q&A with panelists representing IDC's Infrastructure Services, Security Products, Worldwide Security Services and the European Security Practice. See panelist list here.*

noteworthypeople

New employees

Abdo

New at **IDC** is VP, Research, Worldwide Telecommunications **Ghassan Abdo**. Based in La Jolla, Calif., he was previously senior director, Business Development with Hewlett-Packard Enterprise. He holds a B.S. in electrical engineering from the University of Texas/Arlington, an MBA from the University of North Texas in Denton and an advanced management certificate from the University of Southern California. In his free time he enjoys hiking, exercise and time spent with his family. gabdo@idc.com

Arantes

António Arantes joins **IDC U.K.** as an associate research analyst, coming from Media Markt in Braga, Portugal, where he was a stock controller responsible for managing product pricing, contact with suppliers, strategic analysis, analysis of competitors and creating business analysis models. He holds a degree in management from Portugal's University of Minho and enjoys sports and travel. aarantes@idc.com

New with **IDC U.K.**'s WE Personal Computer Devices team is Associate Research Analyst **Jóse Maria Patrício**. A recent college graduate, he holds a B.A. in business administration from Portugal's Catolica Lisbon School of Business and Economics and enjoys traveling to new places and meeting new people. jpatricio@idc.com

Wagner

Marion Wagner is **IDG Germany**'s new marketing manager, coming from Burda News GmbH where she was assistant to the managing director. She has degrees in media engineering and business administration from the International Chamber of Commerce. Away from the office she enjoys running and working on her blog www.isarleben.de. mwagner@idg.de

IDG Sales University

As part of an ongoing effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, the IDG Training and Development department will provide links to relevant articles that will be shared in World Update. If you have articles you would like to share, please send links to world_update@idg.com.

The secret formula to consistently exceed your sales goals

There is a secret formula to consistently exceed your sales goals, but, as you might expect, it is not easy. The good news is that most people could do it if they chose to. http://www.revenuestorm.com/the-secret-formula-to-consistently-exceed-your-sales-goals/

5 ways to improve your sales team's performance

Keeping your sales team engaged and enthusiastic is a balancing act. Focusing too heavily on weekly or monthly sales goals can cause your salespeople to get stressed out and lose morale, but goals with measurable results are necessary for tracking progress and testing the effectiveness of sales efforts. http://www.predictiveindex.com/blog/5-ways-to-improve-your-sales-teams-performance.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Anders Lotsson *IDG Sweden*

21
Eric Knorr *U.S. Media*

20
Peter Wiklund *IDG Sweden*
Chris Jarmul *IDC*

19
Bronwen Cleary *IDC*
Wayne Hetherington *IDC*

18
David Tapper *IDC*

17
Lina Vikman *IDG Sweden*
Timothy Grieser *IDC*

16
Bushra Khalid *IDG Technical Services Group*
Sabine Anegg *IDG Germany*
Kristina Martinu *IDG Czech Republic*
William Stofega *IDC*

13
Sheri Cottreau *IDG Corporate Services Group*
Anna Ekström *IDG Sweden*
Coby Smith *IDC*

12
Edite Lopes da Silveira *IDC Brazil*

11
Dave Gradijan *U.S. Media*
Sebastian Wörle *IDG Germany*
Diana Gill *IDC U.K.*
Zarina Kamytbaeva *IDC Russia*

10
Carrie MacGillivray *IDC*
Stephen Conway *IDC*
Melissa Henderson McStravick *IDC*
Eileen Smith *IDC*
Kelly Matthews *IDC*
Brad McBride *IT World Canada*
Paolo Del Nibletto *IT World Canada*
Penny Gianniotis *IT World Canada*
Roberta Bigliani *IDC Italy*
Gabor Fauszt *IDC Hungary*

9
Nancy Le *IDG Australia*
Daniela Sladkova *IDC CEMA*

8
Diego Valer *IDC Peru*

7
Marcin Kitlas *IDG Poland*
Eiko Furumoto *IDC Japan*
Leonardo Munin *IDC Brazil*
Julie Ekstrom *U.S. Media*

6
Mike Gormley *U.S. Media*
Thasanthan Srikanthalingam *IT World Canada*
Giancarlo Vercellino *IDC Italy*
Thais de Lima Melo *IDC Latin America*
Jenny Park *IDG Korea*
Brooke Giroux *IDG Connect/Digital Account Services*
Briony Rowe *IDG Global Solutions*
Jachym Homola *IDC CEMA*
Ramazan Yavuz *IDC Turkey*

5
Lisa Li *IDC China*
Thomas Rotter *IDG Germany*
Franziska Walther *IDG Germany*
Vyacheslav Gromov *IDG Germany*
Tomas Norrman *IDG Sweden*
Luis Altamirano *IDC Brazil*
Glenn Coombe *IDG Global Solutions*
Miguel Florean Rodriguez *IDC*
Jon Gold *U.S. Media*

4
Concepción Martinez *IDC Mexico*
Oluwole Babatope *IDC West Africa*
Swapna Subramani *IDC Middle East, Africa & Turkey*
Rebecca Linke *U.S. Media*

3
Ed Daugavietis *IDC Canada*
Marta Fiorentini *IDC U.K.*
John Simcox *IDC U.K.*
Alan Webber *IDC*
Christopher Pike *IDC*
Marcia Loewenstein *IDC*
Pearl Zondi *IDC South Africa*
Dan Masaoka *U.S. Media*

2
Andrea Minonne *IDC U.K.*
Holly Morgan *IDG Australia*
Pinar Kartal *IDC Turkey*
Robert Westervelt Jr. *IDC*

1
Aran Bride *IDG Research*
Rina George *IDG Strategic Marketing Services*
Ian Lim *IDC Malaysia*
Nasreen Adamson *IDC U.K.*
Gerald Brown *IDC U.K.*
Francesca Ciarletta *IDC U.K.*
Simone Hoeberichts *IDC Benelux*
Albertto Arellano *IDC Mexico*
Steve Pisano *IDG Corporate Sales*
Helen Mathu *IDC East Africa*
Fabrizio Pani *IDC CEMA*
Jonathan Tullett *IDC South Africa*
David Vedra *IDC CEMA*

Please send anniversary information to world_update@idg.com.

unsunghero

Jonathan Tullett

Research Manager

IDC South Africa

***Saurabh Verma**, research manager, IT Services, IDC MEA and Turkey named IDC South Africa Research Manager **Jonathan Tullett** his team's unsung hero. "Jon's ability to develop high-quality thought leadership content quickly is very impressive," he said. "What's more important is that he is able to do this in parallel to all the other high-priority tasks he may have. His contribution on complex projects like one on Egypt's Information Technology Industry Development Agency is highly appreciated. Additionally, Jon's contribution to the high-profile report on Saudi Arabia's National Transformation Program was noteworthy because Saudi Arabia was one market that was completely new for him and to be able to develop in-depth content was clearly not an easy task."*

Home Johannesburg, South Africa

Title Research manager, IT Services

Primary job responsibilities My domain is IT Services, which includes outsourcing, managed services and cloud, covering sub-Saharan Africa with some exposure into broader MEA for specific areas. I split my time between market research and consulting. Market research entails collecting and analyzing data — it's the core of what we do and supports all our market intelligence and consulting. The consulting side then packages that market intelligence for customers to help them develop effective strategies for their markets.

Three things I do in a day's work

- Read voraciously; I have to keep on top of what's happening in the industry.
- Juggle multiple projects with clients and analysts spread across the region.
- Drink too much coffee.

What I love most about my job Every project is different; there's no such thing as a run-of-the-mill engagement. We're making a tangible difference to people's ability to engage with the market, and in sectors like security or public services we're helping make a real difference to people's lives.

*Research Manager, IT Services **Jonathan Tullett** joined IDC South Africa in March 2016.*

A hot-button issue I'm dealing with Digital transformation. We're helping people get to grips with the fact that it's not a technological evolution but a cultural one. There are deep-seated changes happening in organizations and markets with tremendous opportunities, but there is also risk. We're helping customers form strategies that balance innovation with the realities of the present; those realities are a complex mix of political and economic uncertainty, pressure on execs to contain costs, and evolving customer expectations.

Career highlight I do a lot of public speaking, and good feedback from audiences always stands out as a highlight, particularly in challenging areas like information security, which is an area I've been focused on for many years.

Interests outside the office
I have twin boys coming up on five years old, and they keep me pretty busy. I'm a certified premier league cricket umpire, a somewhat lapsed guitarist and martial artist and an avid player of board games like chess and Go.

What others can't tell just by looking at me
I can converse in three languages: English, adequate Afrikaans and a very little Mandarin.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Davy Adams *IDC Australia*
Ellen Fanning *U.S. Media*
Scot Finnie *U.S. Media*
Ann Hall *IDG Australia*
Tim Scannell *CIO Executive Council*
Pam Stenson *CIO Executive Council*
Jonathan Tullett *IDC South Africa*
Saurabh Verma *IDC South Africa*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

20 FEBRUARY 2017 | VOLUME 47, NUMBER 8 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 2* | ANNIVERSARIES - *page 6* | CELEBRATING 20 - *page 8*

Focus is on digital transformation at IDG Netherlands' LOB event

WELKOM BIJ
CXO
SUMMIT 2017

The half-day, information-packed, highly interactive program brought together 126 C-level executives with eight sponsors eager to connect with them in a resort centrally located in the Netherlands.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Strategic Marketing Services Director of Applied Intelligence Gordon Plutsky

Quick Poll: What question would you ask a prominent IT or media industry executive?

7th annual CIO 100 Awards and Forum held in Dubai

Tech Support Analyst Mike deAgonia parlays Apple interest into longtime writing gig.

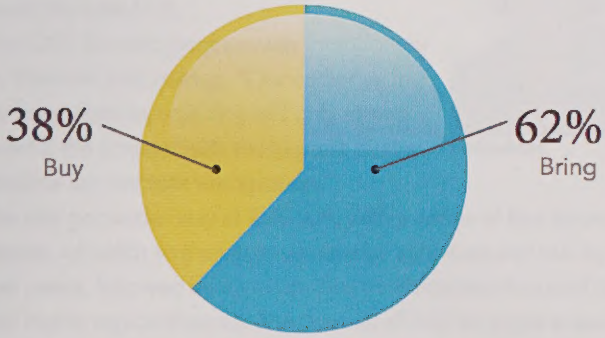
SEE MORE ON PAGE 7

Celebrating 20: InfoWorld Editor-in-chief Eric Knorr pedals through France's Loire Valley.

SEE MORE ON PAGE 8

Question of the week results

During the workweek, do you bring or buy your lunch most days?



Log on to www.idgcentral.com to vote on this week's question:

When is the last time you wrote a check?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections:

Toshiba's in Chaos, but Not Quitting PCs -- Yet (CIO)

Content Advertising Slated to Grow into a Multi-Billion Dollar Industry by 2020 (The Drum)

Ad Blocking Is Now a Chronic but Manageable Condition (Digiday)

Mobile Ad Requests with Location Data on the Rise (MediaPost)o
Apple Struggles to Make Big Deals, Hampering Strategy Shifts (Bloomberg)

IDG Netherlands' first LOB-focused event targets digital transformation

WELKOM BIJ
CXO
SUMMIT 2017

IDG Netherlands was first to market with its new line-of-business (LOB)-focused event earlier this month — and the reviews have been outstanding. CXO Summit, a half-day, information-packed, highly interactive program brought together 126 C-level executives with eight sponsors eager to connect with them in a resort centrally located in the Netherlands.

The five-hour event, dubbed "Engage," was held at Naarderbos, an exclusive golf resort, and the goal was to connect "boardroom-level CIOs, CMOs, CFOs, CDOs and CSOs with their colleagues," said **Gabriella Meijnckens**, director, marketing and operations at IDG Netherlands. "We specifically invited the entire range of boardroom members from large enterprise companies with 1,000-plus employees who have responsibility for IT budgets, which are no longer the exclusive domain of CIOs," she said, adding that most received a personal invitation.

> "The time to only focus on a CIO is in the past. We must now focus on the total LOB."
>
> *Rogier Warnink*

"Everyone knows that there has been a big change at the board level," said **Rogier Warnink**, senior account manager at IDG Netherlands. "There has been a shift in which positions and responsibilities are no longer assigned according to historical norms, and this requires a realistic perspective toward change in the broadest sense. Every survey shows this change, and we have also learned this through our own discussions with the C-level audience. More and more C-level executives within the board have their own IT ideas and IT budgets. The time to only focus on a CIO is in the past. We must now focus on the total LOB."

The CXO Summit program was intentionally short, Warnink said, noting, "Our audience has a very busy agenda, and they will only attend an event if the content is of the highest quality. We believe our content was spot-on."

Meijnckens

The day got under way at 9:30 a.m. with a series of four keynote addresses, of which two were presented by sponsors and two by C-level peers, followed by an interactive lunch session focused on several highly topical themes. The themes all had an angle toward digital transformation and were about working with virtual teams, data, how to be innovative, how to profit from each others' strengths and the importance of disruptive roles. Each sponsor representative had his/her own theme which they prepared beforehand with an appointed advisory board member. Delegates were seated at their own tables in groups of 10, and sponsor hosts (and appointed advisory board members) moved from table to table after each of the three lunch courses. Following lunch, delegates heard from one final keynote speaker, and the program closed at 2:30.

Meijnckens said that as the first organization to produce this type of cross-disciplinary boardroom event, she and her team were especially pleased with its success. "There was a very good vibe and a lot of enthusiastic people who embraced the concept with open arms. We received very high ratings from the attending delegates — on content, on the themed lunch sessions and for the event in total — so we are very pleased about that. The only slightly negative remarks we received were that delegates wanted even more discussion and networking time during the day, so we will look into incorporating that for future editions."

And sponsors, too, were pleased, Warnink said. "From a sales perspective, we found that to be able to offer interactive lunch sessions in which our sponsors got to really engage with a number of clients was considered much more valuable than simply offering them a chance to have a booth."

The key to success with this audience of C-level executives, Warnink said, is a solid understanding of the issues and concerns being discussed at the boardroom level. "It is important to know about the local IT landscape and really listen to your audience. And sponsors participating in this type of lunch discussion must have a good awareness and understanding of these same issues in order to be able to discuss them on an expert level." In short, Warnink suggested, "Create a momentum where it is not about being a sponsor for an event but being a thought leader.

Warnink

"As a team we are proud of what we have delivered," Warnink said. "The combination of high-quality content, knowledge sharing with experts and peers and several networking opportunities were much appreciated by this audience. We also are grateful to our sponsors: Outsystems, SAP, e-office, Mendix, Snow, Truphone, CGI and SPS."

Contact Gabriella Meijnckens or Rogier Warnink. ■

OneonOne

Gordon Plutsky

IDG Strategic Marketing Services

IDG SMS director of Applied Intelligence is this week's columnist. Reach him at gplutsky@idgcommunications.com.

> "IT decision makers have come to embrace branded content and consider it an important information resource when making buying decisions."

Listen to Gordon Plutsky's Sales University presentation: Content Marketing Competitive Landscape on IDG Central.

Q Can you briefly explain your role as director of Applied Intelligence at SMS?

A I manage the teams responsible for program analytics/reporting and social media execution for our client programs. I'm responsible for our global business intelligence and visualization platform that enables real-time client program reporting and optimization. We are also building data science capabilities to generate unique insights for our clients using IDG first-party data and content analytics.

Q Can you briefly explain what content marketing is and how this practice has changed over the past decade or so?

A Content marketing is a strategic marketing approach focused on creating and distributing valuable and relevant content to attract and retain a specific audience — and, ultimately, to drive profitable customer action. A decade ago it was called custom publishing and generally ran in print as "special sponsored sections." It's actually an old concept in marketing and media. Over the years the quality of the content has increased dramatically, and it is served across every conceivable platform — websites, social, mobile, video, podcast, etc. IT decision makers have come to embrace branded content and consider it an important information resource when making buying decisions.

Q What are some examples of content marketing produced by IDG?

A This can be anything from full-fledged websites/microsites to white papers and webcasts. It also comes in the form of native ads, social posts and video. The format can take many forms, though they all contain quality original content that helps a company inform, educate and inspire customers. Often it is co-branded with one of our brands such as CIO or PCWorld. In essence, it's about creating content that attracts and engages audiences with the desired result of driving acquisition or retention — whether through third parties like IDG or direct-to-consumer vendor channels.

Q Does SMS offer any pre-packaged content marketing solutions, or is everything custom-designed?

A We do both — there are large custom programs containing many different campaign elements and tactics — all created and managed by SMS. And, we have packaged solutions such as our native offering called Brandposts. In addition, we have packaged white papers, webcasts and crowd-sourced content that typically integrate content deliverables, platforms, distributions and/or leads. With our Content Marketing Practice, we do custom content that is not IDG co-branded that clients use on their own websites and marketing campaigns. The heart of it all is high-quality content written by subject matter experts and directed by our in-house content strategy team.

Q Who are our competitors in the content marketing space?

A Our content marketing competitors can be organized into five categories:

1. Our clients' own internal efforts and resources.
2. Content matching services and technology platforms such as Contently, NewsCred and Skywords.
3. Small and medium-size content marketing agencies such as Brafton, KingContent, Story, Pace and TopRank.
4. Direct tech media competitors like TechTarget, Spiceworks, CNET and Quinn Street.
5. Large agencies and consultants such as Digitas, Ogilvy, Havas and Accenture.

Q How do you position IDG SMS's content marketing strengths against these competitors?

A When competing against agencies that don't specialize in technology we should stress our deep domain experience in technology stretching back 52 years to the founding of the company. Additionally, SMS provides a strong combination of content strategists and subject matter expert writers. It is unlikely an ad or content marketing agency can provide that level of expertise.

Also, when we are competing against agencies and other tech media companies we should talk about the ability to tap into our first-party data and expertise that comes with access to the largest global audience of tech influencers and buyers. The content that we produce can be integrated with dozens of other products and services worldwide. And finally, we provide the ability to leverage the strong relationship of affinity and trust that buyers have with our global brands. ■

Quick Poll: Executive Q&A

The editors of IDG World Update recently polled IDG and IDC employees on the one question they would ask an important IT industry or media industry person.

I would ask Alphabet Executive Chairman Eric Schmidt, "Given that technology is increasingly woven into the fabric of business models and infrastructure is available on demand and as a service, do you think that we will still have IT organizations in 10 years?"

— ***Bob Parker**, GVP/GM, Manufacturing, Retail, Energy, & Financial Insights, IDC*

I think I'd ask Apple CEO Tim Cook, "What will be the next big breakthrough from Apple — will it be in a physical form factor like a car or will it all be in software?"

— ***Vernon Turner**, SVP/Enterprise Systems and IDC Fellow, IDC Framingham*

I'd ask Karen Blackett, chairwoman of MediaCom U.K., "What changes do you expect to see in the media landscape over the next three years? Can you give us your top three predictions?"

— ***Janice Tong**, VP, IDG Strategic Marketing Services, APAC; publisher, Consumer Division, IDG Australia*

Through our six-year-old IDG CEO Interview Series, I've had the opportunity to talk to most top tech leaders, but one who's been tough to snag to date is IBM CEO Ginni Rometty. Rometty is steering IBM through a massive transformation toward becoming a cloud and cognitive computing company. I'd likely ask her, "IBM has had 19 consecutive quarters of declining revenue while making this cloud/cognitive computing transition. Do you ever doubt the wisdom of this strategy, and what would it take to make you change course?"

— ***John Gallant**, chief content officer, SVP, IDG Communications*

I'd ask Ray Kurzweil, the famous futurist who advocates the theory of 'The Singularity' where man and machines eventually merge in tremendous intelligence, about his employer Google. "Is Google — whose ubiquitous searches are rewiring human behavior to rely on Google for long-term knowledge rather than our own brains, and given the company's work in pioneering 'predictive search' that provides information before you know you need it — working toward advancing The Singularity?"

— ***Brad Chacos**, senior editor, PC World*

As a reporter for Network World, I cover how large businesses use emerging technology, with a specific focus on tracking the cloud computing industry. Amazon is credited with inventing this market in the mid 2000s with its launch of Amazon Web Services (AWS). The infrastructure cloud market that AWS helped create has now turned into a multibillion-dollar industry (estimated to be a US$25 billion market in 2016) that is disrupting stalwarts of the IT market. So if I could ask anyone a question, I would chose Amazon founder and CEO Jeff Bezos, and I would ask him, "What did you think about the idea of the cloud when you first heard of it? Did you really think it would turn into what it has today?"

— ***Brandon Butler**, senior editor, Network World*

I would ask Microsoft Corp. co-founder and technology advisor Bill Gates, "Should decisions on investments in artificial intelligence and robots, which could potentially impact jobs, our way of life and society at large, be left to industry or should civil society also be involved?"

— ***John Ribeiro**, Bangalore correspondent, IDG News Service*

continued on page 5

"Do you think that we will still have IT organizations in 10 years?"

"When are you going to shut off @realDonald Trump's Twitter account?"

"Should decisions on investments in AI and robots be left to industry or should civil society also be involved?"

continued from page 4

Quick poll

I'd ask venture capitalist Mary Meeker of Kleiner Perkins Caulfield & Byers, "Who is going to be the first trillion-dollar tech company?"

— ***Luc Borg**, publishing director, IDG U.K.*

Since technology in general is driving every aspect of global business today, I would ask engineer and inventor Elon Musk, "How do you see advances in AI, social media, transportation, energy and space travel not only improving the quality of life for hundreds of millions of people, if not the entire world, but what will be the impact on geographic, political and other barriers that most recently seem to be gaining strength as adverse challenges?"

— ***Tim Scannell**, director, Strategic Content, CIO Executive Council*

When I first went into tech media, the first publication that I worked on was *Digital Review* (later *Digital News & Review*). Published by Cahners, it was a weekly tabloid that covered the Digital Equipment Corp. (DEC) market. Back then (25 years ago) the big players in the market were IBM, DEC and Hewlett-Packard Co., and there were upstarts like Sun and SGI. DEC was an engineering-driven business that was run by its founder and CEO Ken Olsen, also an engineer, who built the company by selling minicomputers. In those days, before the PC, minicomputers were affordable solutions that countered the high price and maintenance costs of mainframes. DEC was way ahead of its time and, among other great technological innovations, in 1992 it introduced a series of servers (and even PCs) based upon its landmark, 64-bit RISC, Alpha microprocessor. It thrust DEC way ahead of its competitors in processing speed, but the company failed to turn that advantage into market success. In 1998 DEC was sold to Compaq, and the Alpha technology was sold to Intel in 2001.

For years there have been many discussions about why DEC failed to successfully take advantage of the leads it delivered in innovation. That would be my question for Olsen, were he still alive: "What can be learned from DEC's failure to successfully leverage the great leads it had in technical innovation?"

— ***Bob Bragdon**, VP/publisher, CSO*

I'd ask Apple's Tim Cook, "How has technology helped you develop your career and reach achievements to be where you are now?"

— ***Sara Fernandez**, senior marketing specialist, IDC U.K. and Ireland*

I would ask Sir Martin Sorrell of WPP how would proposed changes in immigration policies affect his business, and what policies would he like to see instead?

— ***Karsten Weide**, program vice president, Digital Media and Entertainment, IDC California*

I would ask Elon Musk, "How likely are we to see mining in space as a profitable alternative to the continuous damage we are doing to the planet?"

— ***Jason Gorud**, group VP of Integrated Marketing Programs for IDC Asia/Pacific and group VP of IDG Global Solutions Asia/Pacific*

I would ask Google CEO Sundar Pichai to explain the strategy for Android and Chrome OS, because the intent seems to be to merge or at least more deeply intertwine them, but the why and how of that is very unclear. He used to lead both efforts, so presumably he has a long-term plan in mind for them.

— ***Galen Gruman**, executive editor, InfoWorld; editorial CTO, U.S. Media*

I would ask Twitter co-founder and CEO Jack Dorsey, "When are you going to shut off @realDonaldTrump's Twitter account?"

— ***Tracy Mayor**, senior features editor, Computerworld*

Keep the questions coming

What industry leader would you like to have a chance to speak to — and what question would you ask? Share your thoughts in the comments section at the end of this article on IDG Central.

CIO 100 Awards and Forum recognizes IT leaders in the U.A.E.

DELL EMC
intel
Alibaba Cloud
infor
Kodak alaris
Cloud4C
SUSE
AVAYA
AGC
CIO100
AWARDS & FORUM 2017
DELL EMC
intel

CPI Media Group's ***Jeevan Thankappan*** *welcomes attendees.*

Now in its seventh year, the CIO 100 Awards and Forum is "a huge draw and probably the only event of its kind in the Middle East region," said **Jeevan Thankappan**, group editor with Dubai, U.A.E.-based IDG licensee CPI Media Group, which produces the half-day event.

"Its mission is to recognize and celebrate IT leaders in the region who have executed technologies to fuel business transformation and corporate growth," Thankappan said. "Technological innovation and disruption were the hallmarks for the winning projects of this year. Many of these projects were also at the heart of evolving organizational strategies, blurring the line between IT and business."

Held last month in Dubai, U.A.E., the morning and lunch event drew 250 C-level executives. Thankappan said CPI Media Group has always engaged only end users as speakers at the symposium. This year's speakers included Ajay Rathi, CIO of Meraas Holding, a leading real estate developer in the UAE; Gopi Krishnan, CIO of Al Ahli Bank; and Terence Sathyanarayanan, IT director of construction and engineering firm Drake & Scull.

Event sponsors included Dell EMC, Equinix, Alibaba Cloud and Avaya. "Besides excellent brand exposure and table-top exhibitions, CIO 100 gives sponsors a platform to network with some of the top CIOs in the region," Thankappan said.

CPI Media Group received nominations for the IT project awards from across the Middle East, following an entry-invitation campaign in Computer News Middle East (CNME) and the company's e-newsletters. This year's 100 winners were chosen by the CNME editorial team from a pool of more than 300 entries.

CPI Media Group also used this year's event to announce the launch of Tahawul Tech ("transformation" in Arabic), which will be the portal platform for all of its brands, including CNME, Reseller Middle East and Security Advisor Middle East. The English-language site will launch in early March.

The next CIO Awards and Forum will be held in January 2018, and CPI Media Group is considering making it a full-day event. For more information contact Jeevan Thankappan. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Mark Sullivan *IDC*

27
Patricia Smith *IDG International Publishing Services*

21
Rajnish Arora *IDC Singapore*

19
Rachele Basanisi *IDC Italy*

18
Ernesto Cordero *IDG Corporate Services Group*

17
Todd Hall *IDG Corporate Services Group*

16
Laurie Horn *IDC*
Kirk Mitchener *IDC*

14
Sandra Harrington *IDC*

12
Giovanna Saba *IDC U.K.*
Adrian Black *IDG U.K.*
Ashley Gilliam *IDC*

11
Diego Anesini *IDC Argentina*

10
Lisa Jacques *IDC*
Gaurav Sabharwal *IDC META*

9
Jessica Martinez *IDC Mexico*

6
Mara Barbero *IDC Italy*

5
Yvonne Gill *IDC New Zealand*
Lily Sok *IDC Singapore*
Kristina Lindquist *IDG Sweden*
Chris Martin *IDG U.K.*
Jim Martin *IDG U.K.*
Melih Murat *IDC Turkey*

4
Naveen Nakkarike *IDC CCR India*
Prapussorn Pechkaew *IDC Thailand*
Martin Veitch *IDG Connect*
Ashraf El Ghazzawi *IDC META*
Konstantinos Tolikas *IDC CEMA*

3
Richard Bolisay *IDC EMEA*
Ravikant Sharma *IDC India*

2
Gerald McLean *U.S. Media*
Nishith Sampath *IDC India*
Ryan Stott *IDC U.K.*
Juha Videman *IDG Sweden*
Pamela Castillo *IDC Chile*
Senny Um *IDG Korea*
Josh London *IDG*

1
Hondo Lewis *U.S. Media*
Liyao Zhang *IDC China*
Ruben Muñoz *IDC Chile*

Get social with IDG news

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

Tech Support Analyst Mike deAgonia parlays Apple expertise into writing gig

When most employees at IDG's Framingham, Mass., offices see **Mike deAgonia** — or deal with him on the phone or through email when they have computer woes — they know him as one of the capable technical support analysts for the IDG Technical Services Group (TSG). But deAgonia has a dual role with the company: he's been a contributing writer — mainly working on Apple-related stories for Computerworld — on and off for the past 14 years.

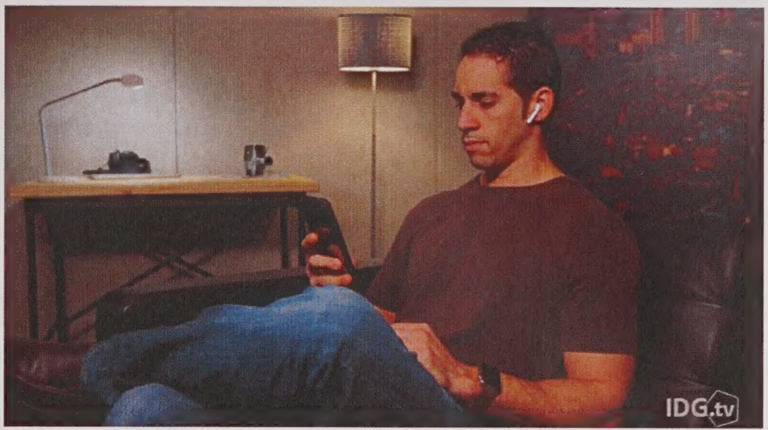
During high school, deAgonia tinkered with troubleshooting Macs under the watchful eye of an encouraging teacher, which "led to a hobby then a lifetime of staring at progress bars for a living," he said. In 2001, when he was just out of his teens, deAgonia joined the help desk crew at Computerworld. When layoffs came about a year later, he moved on to other companies and worked part-time at an Apple store but stayed in touch with the many friends he had made at IDG.

One of them was current Executive Editor/News and Strategy **Ken Mingis**, who knew about deAgonia's affinity for all things Apple as well as his interest in writing, though he had been dabbling in short stories rather than tech articles. Mingis encouraged deAgonia to try his hand at business journalism, but deAgonia kept putting him off. Finally he agreed to be a contributing writer, and in 2003 Computerworld launched the Mac Tek Talk column in which deAgonia answered questions about integrating and using Apple computers and software in the workplace. During this time, deAgonia continued his regular job at Houghton Mifflin in Boston, guiding their Mac-OS X transition, and started his own consulting business, which he still does on the side.

> "It's been great to be able to apply what I have always had fun with — like photography and video editing — and find a career that overlaps with them."
>
> Mike deAgonia

After a particularly snowy April, deAgonia — who at this point was no longer contributing to Computerworld — decided he'd had enough of New England winters and moved to Orlando in 2004. But in 2005, Mingis asked him to resume his contributing writer role, and deAgonia signed on again while maintaining his technical services career. DeAgonia has continued in that capacity ever since, other than a couple of brief gaps. He was part of the CW team that earned an ASBPE National Digital Award and a Jesse H. Neal Award for extensive coverage of Apple's major releases in 2007. While his work usually appeared in Computerworld, deAgonia's articles also appeared in Macworld and CITEworld.com, among other IDG brands.

In mid-2015, Mingis mentioned that there was an opening at IDG's TSG, and within a few weeks, deAgonia left Florida and was back in Framingham. "I like to be spontaneous about these things," deAgonia said. (Last month he decided he needed more sun, took a week off, drove to Florida and back by himself — clocking in at about 18 ½ hours each way — and returned rested and refreshed.)



***Mike deAgonia** reviewed Apple's new airpods in a Computerworld video earlier this year.*

On average, deAgonia contributes 18 to 20 written reviews or opinion columns a year, along with four to five videos — such as this one on Apple's new airpods — and makes regular appearances on the Mingis On Tech video program. His contributions are usually reviews of current Apple products including hardware and software, as well as opinions on events that are big for Apple throughout the year. He also comes up with his own take on some other topics to cover.

"Drone photography has been a hobby of mine for a while, and the intersection of tech and things that fly has really taken off," he said. "I like to find stories that cross over into my niche. It's been great to be able to apply what I have always had fun with — like photography and video editing — and find a career that overlaps with them."

"Mike's dual role as support analyst and contributing writer at CW is a win-win for both TSG and CW," said Senior Manager of Technology Support Services **Rob Rebecchi**. "For my team, we are well informed about new products and technologies that Mike evaluates and writes about. And with Mike's day-to-day role as a technical analyst, he brings to his writing not only a solid technical perspective, but one from the client users' point of view of how that technology helps them."

Write to Mike deAgonia and see his photos at mdeagonia@instagram. His website is yourmactek.com. ■

celebrating20

Eric Knorr

Editor-in-chief

InfoWorld

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. InfoWorld's Eric Knorr traveled to France last June.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

thanksto

The editors would like to thank the following people who assisted with this issue:

Mike deAgonia IDG Technical Services Group
Eric Knorr *U.S. Media*
Gabriella Meijnckens *IDG Netherlands*
Gordon Plutsky *IDG Strategic Marketing Services*
Jeevan Thankappan *CPI Media Group*
Rogier Warnink *IDG Netherlands*
...and all the respondents to the Quick Poll question.

Date joined IDG

1985 as an assistant editor at PC World.

Career path

Worked my way up to editor in 1990. I left in 1993 to freelance and work at various startups (including CNet 1996-1998). I returned to IDG as executive editor of InfoWorld in 2003 and was promoted to my current role in 2007.

Why I chose this trip

My wife Caroline and I had always wanted to travel to France together and decided our trip would be an ideal getaway, since our son Kai was going off on his own adventure last summer. Both of us cycle, so the plan was to make it a bike tour, with several days in Paris on either end. Caroline did the research and felt a tour of the Loire Valley, which has dozens of historic chateaus, would be our best bet.

Trip highlights

In Paris we chose a hotel in the Marais district, home to many markets and galleries and within walking distance of Notre Dame. Atlas Travel did well for us — a driver met us at the airport and drove to the hotel (or close to it, since a protest over cuts to social services was blocking the way). The next evening we had a fantastic dinner at a trendy restaurant with my French second cousin and his wife. Over the next two days, we took the pleasant, efficient Metro everywhere, including the Place des Vosges, the Musee d'Orsay, the Eiffel Tower, the Louvre, all the tourist spots. Without fail we were treated well; Parisian snobbishness failed to live up to its reputation.

Happy riders: Caroline and Eric out on the trail.

A high-speed train took us to Tours, the start of our self-guided bike route. The tour company supplied carbon road bikes and a Garmin programmed with each day's route. We stayed at a different hotel each night, with our bags transported by the tour company. The cycling was flat and easy with routes from 20 to 40 miles per day and, luckily, the weather was often cloudy, which kept us from getting too hot on the road. Although I had visited Paris before, I had never been to central France, and I was stunned to see how many churches, castles and other historic structures were beautifully preserved in almost every town. Chateau de Chenonceau, a grand structure that straddles Le Cher river, was the highlight for both of us. We ate constantly and visited wineries, tiny villages and the towns of Rigny-Usse, Azay-le-Rideau, Amboise and Blois.

Looking back, the trip seems life-changing and dreamlike. I hope this tradition continues for everyone who dedicates 20 years to IDG.

Chateau d'Usse (aka "The Sleeping Beauty" castle) in the Loire Valley.

Musée d'Orsay, Paris.

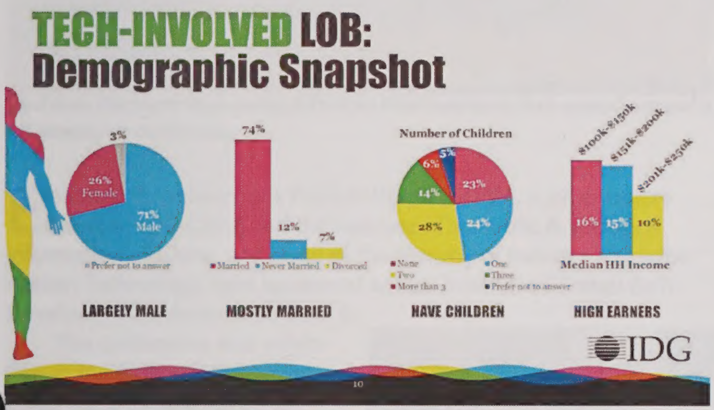
IDG World Update

EMPLOYEE NEWS AND INFORMATION

13 FEBRUARY 2017 | VOLUME 47, NUMBER 7 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

LOB influencer research will help clients target expanded buying teams



To help marketers better understand who these tech-involved LOB influencers are and what role they play in purchase decisions, IDG Research fielded a global study, the results of which were announced last month.

SEE MORE ON PAGE 5

Also inside

IDG China partner holds IoT conference in Beijing

January's top content from the U.K., Sweden and CW

One on one: IDC Italy Managing Director Barbara Cambieri lends insight into the local market

Check out these external articles for sales tips

IDG Australia's Women in ICT Awards extends franchise, boosts bottom line.

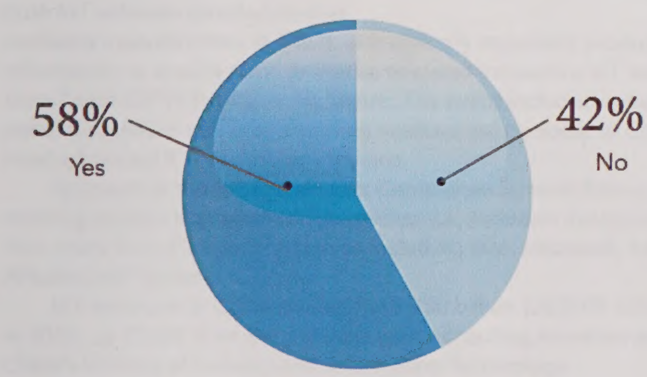
SEE MORE ON PAGE 4

Unsung Hero: IDC East Africa Senior Analyst Leonard Kore is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Did you watch any of the Super Bowl?



Log on to www.idgcentral.com to vote on this week's question:

During the workweek, do you bring or buy your lunch most days?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get the newsletter, sign up here. Recent selections:

Marketing Tech Shift: It's Data, not Platforms (eMarketer)

50% of IT Professionals Consume B2B Content with Increasing Regularity, Study Suggests (The Drum)

Twitter Finally Moves to Ban Serial Harassers (PCWorld)

Corporate Paranoia in the Snowden Era Leads to a Startup Boom (Bloomberg)

Pricey Publisher Subscriptions Require a Special Sales Approach (Digiday)

Irish Court Hears Case Challenging Transatlantic Data Transfers (Network World)

Electronic Engineering & Product World organizes IoT conference

IoT
2016
物联网开发者大会
IoT Developers Conference
EEPW

Staff from Electronic Engineering & Product World celebrate their second successful IoT developers conference.

Electronic Engineering & Product World (EEPW), a joint venture between IDG China and the Institute of Scientific & Technical Information of China, a division of the Ministry of Industry and Information Technology, held its second annual Internet of Things (IoT) Developers Conference on Dec. 9.

The conference and exhibition at the Beijing Intercontinental Hotel featured speakers from many of the top companies in China experimenting with IoT. The event attracted 921 registered attendees, 1,216 live webinar visitors and more than 30 exhibitors. More than 100 leading Chinese and international media representatives also covered the event.

Between sessions, attendees crowded into the exhibitor area to talk with more than 30 sponsors about IoT hardware and software solutions.

"One of the primary goals of the conference was to provide both IoT software developers and hardware manufacturers in China with critically important product information to enable them to devise new and innovative IoT solutions," said EEPW Publisher **Ma Yuyue**. The event included speeches, panel discussions and brainstorming sessions led by some of China's most advanced IOT technology leaders.

Speakers at the IoT Developers Conference Summit Forum, the morning session that opened the conference, included executives from more than a dozen companies including IBM, Microsoft, Intel, Alibaba and Tencent.

IoT revenues in China totaled RMB 750 billion (US$109 billion) in 2015, up 29.3% from the previous year, according to estimates by China's Ministry of Industry and Information Technology.

EEPW was established in 1993 as a joint venture between the Institute of Scientific & Technical Information of China and IDG and has been published for 24 years. The staff plans to hold two events later this year: the Artificial Intelligence Seminar in June and the IoT Developers Conference in December.

For more information contact EEPW International Marketing Manager Debbie Yang. ■

What IDG's readers are reading

IDG World Update's continuing occasional series on what visitors are reading on international B2B and B2C IDG websites.

IDG U.K.

Top content published in January (by pageviews)

B2C

1. 16 best new phones 2017
2. 64 funny things to ask Siri on iPhone, iPad
3. 65 best games for Android

B2B

1. 14 best free project management software programs
2. 23 best mobile app building platforms and tools
3. 13 best free and open source inventory management systems

COMPUTERWORLD U.S.

Top stories in January (by number of visits)

1. China reminds Trump that supercomputing is a race
2. Trump eyes an H-1B visa aimed at 'best and brightest
3. Booted up in 1993, this server still runs — but not for much longer

Top story that drove new customer database registrations:

Fix Windows 10 problems with these free Microsoft tools

IDG SWEDEN

Top content published in January (pageviews)

B2B

1. Everything you need to know about Tesla
2. Here are the 10 biggest mistakes from the past year
3. No, the hackers did not carry out 100,000 cyberattacks against Sweden last year

B2C

1. Best headphones of 2016
2. Best 16 smartphones of 2016: Test of 16 mobiles
3. Best wireless speaker with Bluetooth 2016

OneonOne

Barbara Cambieri

IDC Italy

The managing director of IDC Italy is this week's columnist. Reach her at bcambieri@idc.com.

> "We were the first market research firm in Italy to promote a digital strategy. On the one hand we worked to increase our social media reach, engagement and influence, on the other hand we integrated digital and social resources in selected products of our local portfolio."

Q How would you summarize the state of the IT market in Italy? What are the big growth areas?

A The IT market in Italy is in the middle of a significant transition. Vendors are transforming their business models to adapt to rapid local market changes. CIOs and line-of-business decision makers recognize the importance of leveraging digital technologies to compete in new digital ecosystems. This occurs during a time of ongoing economic uncertainty and volatility, which may affect the way many organizations move forward in the digital transformation. We expect the overall IT market in Italy to continue to grow at a moderate rate in 2017, with mature technologies and services showing either low performance or decline, while 3rd Platform and emerging technologies are set for double-digit growth. New lifestyles and work habits drive investments for a wide range of mobile devices at both consumer and business levels — from notebooks to phablets to wearables.

In addition to mobility, segments like public cloud, big data and innovation accelerators such as IoT, augmented reality/virtual reality are gaining momentum and will be among the top performers. The contribution of open source, converged systems and new infrastructure solutions is also crucial to the development of diversified IT environments.

New digital attitudes and skills are needed. External third parties — both existing IT leaders and those born on the 3rd Platform companies — may bring additional capabilities and open new opportunities for IT growth in Italy.

Q What are some common themes you are hearing from customers recently about what they most need from IDC?

A We noticed that the approach of our local clients toward IDC has been changing in the past two or three years. Customers increasingly seek a partner that is more than just a simple provider — they want a preferred partner that can work and support them along a journey. They share with IDC their main goals, pain points and needs and ask us to work with them to select the right tools to achieve their targets. For example, IDC Italy is frequently asked to help vendors understand the technology spending trends of line-of-business managers and to deal with the shifting from IT decision makers to LoB leaders. In the same way, we are often asked to assist IT executives who want to become valuable partners to the business functions.

Also, we noticed vendors are investing in digital support and social amplification for their marketing initiatives, and this is an area where we have invested in during the past year to be able to propose an end-to-end solution to our clients that covers all the elements of their value chain.

Q What is IDC's events business like in Italy?

A Let me say the events group is one of the most profitable segments at IDC Italy at the moment. Every year we manage more than 40 events, mostly face-to-face, as these are the kind of events that our customers ask for and where we can really set ourselves apart from our competitors in terms of promotion, organization, content, speakers recruitment and C-level participation.

What clients mainly want to achieve through our events is to grow relationships with key executives in the market and create networking and new sales opportunities with customers and prospects who manage tech budgets.

We offer four different kinds of events here; three of them are face-to-face:

1. Multi-sponsor conferences: big events promoted and organized by IDC, mainly in Milan, sponsored by the key ICT vendors branded as an IDC event.

2. Custom executive roundtables: usually 10 to 15 attendees, sponsored by one customer, where IDC is asked to reach the right attendee target and facilitate interactions with the sponsor.

3. Territorial roadshows: a series of small events sponsored by three or four partners in different cities and regions around Italy to target small and medium companies.

4. Live audio or video webinars to reach a wide audience.

Q What are a few of the biggest challenges IT vendors/users are grappling with in the Italian market?

A I see two main challenges, and the first one is the digital transformation journey. Italian organizations must understand that they need to introduce cultural and organizational changes to advance real digital transformation; true innovation has to take place outside the comfort zone.

continued on page 7

IDG Australia's Women in ICT Awards extends franchise, boosts bottom line

Quarterly breakfast meetings keep winners, finalists connected throughout the year

IDG Australia's ARN continued its five-year tradition of celebrating the accomplishments of women in the local ICT industry, attracting a record crowd of 400 attendees, 10 more sponsors than the previous year and a year-over-year revenue increase of 39% for its fifth annual Women in ICT Awards (WIICTA) celebration in November.

"WIICTA recognizes and celebrates the achievements of talented females who have become influential figures in Australia's ICT industry," explained **Susan Searle**, president and publisher of ARN. "There are many other programs and awards that celebrate women in Australian tech and each has its own flavor and purpose. WIICTA is aimed squarely at the ICT industry, rather than women working in IT roles in customer organizations."

Contributing to the gains made by the 2016 event, was a decision to organize a series of smaller WIICTA alumnae events throughout the year. The quarterly events — typically a breakfast program — are open to WIICTA winners and finalists and feature presentations from powerful and successful female role models, networking opportunities and mentoring from senior women in ICT or past WIICTA winners, Searle explained.

"The WIICTA Alumnae program was developed as an add-on to the awards to facilitate mentoring and networking of women in ICT. It also affords attendees access to some of the industry's finest female role models — previous WIICTA winners and ICT Industry Hall of Fame inductees — who present to the alumnae in both formal (keynotes) and intimate (small group discussions) settings," Searle explained.

"Attendees also participate in interactive and informal mentoring sessions with industry leaders. These sessions offer key insights from industry icons, who speak about their journeys and offer career advice."

ARN Women in ICT AWARDS 2016

***Cherry Yumul** (l), account director, ARN (Australian Reseller News) and associate publisher, Reseller News (New Zealand), with Katherine Scott of HP.*

ARN Women in ICT AWARDS 2016

***Susan Searle**, president and publisher of ARN (right) with Vicki Batka of Cisco, a speaker at the event (left); and Wendy O'Keeffe, formerly of Westcon, a member of the ARN Hall of Fame and 2016 WIICTA Lifetime Achievement winner.*

Feedback from attendees at the Alumnae events was extremely positive. In addition to numerous complimentary posts on social media and personal emails to the ARN team, attendee surveys revealed:

- 97% thought the networking was good or excellent.
- 87% enjoyed the keynotes.
- 89% gained value from the panel discussions.
- 97% found the mentoring extremely useful.

In 2016, WIICTA had 24 sponsors, up from 14 in the previous year. "This event and its aligned programs are increasing in sponsorships because many companies in the IT industry have diversity and inclusion policies and budgets associated with executing these strategies," Searle noted. "Sponsors' strong support of WIICTA is largely attributed to the corporate responsibility associated with the awards and program, and the brand exposure they gain from partnering with ARN's strong

> "Not only does [WIICTA] help to promote females, it positions IDG as a leader in gender diversity and inclusion. Additonally, this event has grown substantially over its five-year history and now drives significant revenues and healthy profits."
>
> *Susan Searle*

continued on page 8

New LOB influencer research will help IDG clients target expanded buying teams

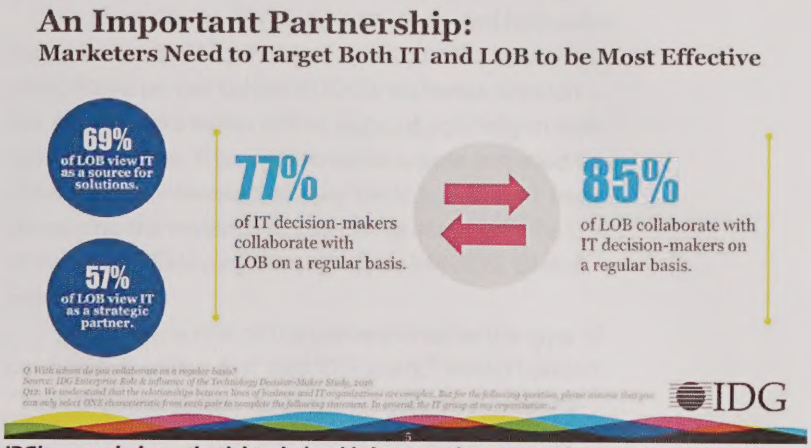
As technology continues to transform work processes beyond the borders of IT, functional business leaders — or line-of-business (LOB) decision makers — are assuming an increased importance in the IT purchase process. To help marketers better understand who these tech-involved LOB influencers are and what role they play in the purchase decision, IDG Corporate Marketing and IDG Research fielded a global study, the results of which were announced last month.

"Influencing the Influencers: Understanding the Tech-involved Line of Business Decision-Makers" identifies a group of LOB decision makers that wield influence over technology investments in concert with IT decision makers.

> "It is critical to remember that not all LOB is created equal. While LOB is a growing force in the technology purchase decision, simply advertising in the Wall Street Journal or the Economist is wasting IT marketers' dollars. It is crucial that marketers focus on that 40% of LOB decision makers who are actually involved with and influencing tech purchasing decisions."
>
> *Josh London*

"There's no question that IT continues to lead the IT purchase process and are 'owners' of the domain," noted IDG CMO **Josh London**, "but it is also true that LOB leaders outside of traditional technology departments have had no choice but to collaborate with IT decision makers to understand and leverage the solutions that will best meet their functional business needs. This is one reason why buying teams have continued to grow."

IDG's research found that approximately four out of 10 LOB decision makers are involved in determining tech requirements, recommending or selecting vendors for purchase and building the internal case for the investment. "We define this audience as the tech-involved LOB influencers, and these are the LOB leaders that are going to move the needle — the most valuable targets for technology marketers," London said. "The results



An Important Partnership:
Marketers Need to Target Both IT and LOB to be Most Effective

69% of LOB view IT as a source for solutions.

57% of LOB view IT as a strategic partner.

77% of IT decision-makers collaborate with LOB on a regular basis.

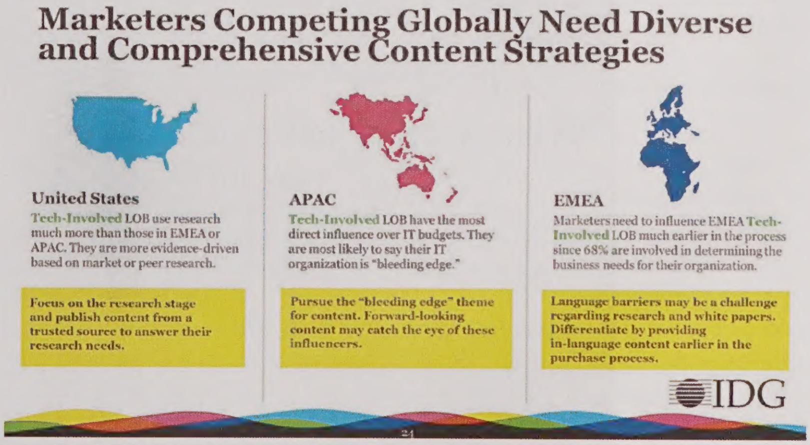
85% of LOB collaborate with IT decision-makers on a regular basis.

Q. With whom do you collaborate on a regular basis?
Source: IDG Enterprise Role & Influence of the Technology Decision-Maker Study, 2016
Q12: We understand that the relationships between lines of business and IT organizations are complex. But for the following question, please assume that you can only select ONE characteristic from each pair to complete the following statement. In general, the IT group at my organization ...

IDG's research shows the tight relationship between these LOB and IT groups and highlights the need for marketers to target both groups.

present a well-rounded picture of who the tech-involved LOB are, their emotional drivers, level of spend and organizational influence by stage and title and content preferences."

According to the study, 77% of IT decision makers collaborate with LOB on a regular basis, but what motivates IT is somewhat different from what motivates LOB, London explained. "IDG's research shows the tight relationship between these LOB and IT groups and highlights the need for marketers to target both audiences, addressing the distinct needs and motivators of both groups.



Marketers Competing Globally Need Diverse and Comprehensive Content Strategies

United States
Tech-Involved LOB use research much more than those in EMEA or APAC. They are more evidence-driven based on market or peer research.

Focus on the research stage and publish content from a trusted source to answer their research needs.

APAC
Tech-Involved LOB have the most direct influence over IT budgets. They are most likely to say their IT organization is "bleeding edge."

Pursue the "bleeding edge" theme for content. Forward-looking content may catch the eye of these influencers.

EMEA
Marketers need to influence EMEA Tech-Involved LOB much earlier in the process since 68% are involved in determining the business needs for their organization.

Language barriers may be a challenge regarding research and white papers. Differentiate by providing in-language content earlier in the purchase process.

One of the findings from the research was the similarities across regions, except for content and content marketing. In the U.S., research and evidence-based information is most important. For APAC, LOB have the most direct influence, and content themes should reflect their forward-looking approach. In EMEA, language barriers are a consideration and marketers should look into localized content to better target tech-involved LOB.

continued on page 6

continued from page 5

Research

Communicating to both IT and tech-involved LOB is a more complex messaging approach for tech marketers, but this is where IDG's expertise in marketing services and content marketing really shine," London said.

The quantitative and qualitative research surveyed LOB decision makers from across the globe, with a series of in-depth video conference interviews that were supplemented by online surveys in the U.S. EMEA and Asia Pacific regions.

"We focused the research on tech-involved senior and executive-level management in LOB functions at large companies, taking a qualitative and quantitative approach to provide a comprehensive snapshot of who these buyers are and how to speak their language and how best to engage with them," said **Janet King**, SVP, general manager, IDG Research.

"With all of the talk about the importance of LOB influencers," London noted, "it is critical to remember that not all LOB is created equal. While LOB is a growing force in the technology purchase decision, simply advertising in the *Wall Street Journal* or *The Economist* is wasting IT marketers' dollars. It is crucial that marketers focus on that 40% of LOB decision makers who are actually involved with and influencing tech purchasing decisions."

To share the results of this new study and help sales teams understand how best to use it to offer a unique perspective on this cohort of IDG's audience, London has conducted a series of five webcasts globally in multiple time zones. These presentations were recorded to allow anyone interested to refer back. London will begin presenting the research to key clients starting in the U.K. at the end of February in conjunction with IDG Global Solutions.

"Research is one of the cornerstones to the type of consultative selling that sets IDG apart," noted London. "With this new global research, we can have consultative conversations with out clients and guide them to make better marketing decisions. Only IDG can offer this global insight to help our customers identify decision-makers with true intent and to uniquely engage them during the purchasing process," London said.

For more information contact Josh London. ■

IDG Sales University

As part of an ongoing effort to share sales-related information and resources of interest to IDG's and IDC's global sales force, the IDG Training and Development department will provide links to relevant articles that will be shared in World Update. If you have articles you would like to share, please send links to world_update@idg.com.

How to get your email opened

It's no secret that salespeople spend a lot of time in their inbox: writing email, sending email, but, most of all, awaiting for a reply from their potential clients. If the prospect isn't even opening the first email, that means none of the sequential steps will ever take place, costing the business new customers over and over again. The scary reality is that email drives revenue, so it's crucial we get it right.This article focuses on solving the first step of the equation: how to get those prospects to open your email in the first place. And, of course, how to persuade them to respond.
https://www.saleshacker.com/get-sales-email-opened/

The Most Surprising Things I Learned from Asking 74 Top-flight Sales Leaders their Best Sales Call Advice

I had been tasked with getting in touch with the world's most prominent B2B sales practitioners to ask each one of them a simple question: "What's your most valuable secret of conducting effective sales conversations?"I had no idea there was so much I still didn't know about sales. Here are the most surprising ideas, themes, and concepts I was exposed to in organizing this project.
https://www.saleshacker.com/surprising-things-learned-asking-74-top-flight-sales-leaders-best-sales-call-advice/

7 Steps to Ensure Your Salespeople Hit Their Goals This Year

Your salespeople may have their goals, but is there alignment, buy-in, self-accountability and clarity around their goals and how to achieve them? Here's the conversation that creates this.
http://keithrosen.com/2017/01/7-steps-to-ensure-your-salespeople-hit-their-goals-this-year/

A Simple Process for Crushing 2017

The key question behind a successful resolution is asking, "What do you really want this year?" The answer *has* to be something that inspires and truly motivates you. In sales, there are many success metrics, the usual being to attain or exceed sales or income goals. This is the end result of changed behavior. If you are serious you must change your thinking *and* your behavior to get what you want, otherwise — you will always get what you have always got.
http://www.revenuestorm.com/a-simple-process-for-crushing-2017/

noteworthypeople

New employees

Suller

New at **IDG Global Solutions** in the U.K. is Program Coordinator **Philip Suller**. A recent graduate of Plymouth University with a B.A. in marketing, he enjoys video games, movies and reading psychology, philosophy and fantasy fiction. philip_suller@idg.com

Wijetunge

Rumesh Wijetunge joins **IDG Connect Europe** in London as an email marketing and data analyst. Previously an event coordinator with the Sri Lanka Tourism Promotion Bureau, he holds a B.S. in computer science from the City, University of London. In his free time he enjoys spin classes and strength boot camps. He was invited to participate in the 2016 Commonwealth Day celebrations and one was one of three young people chosen to attend a reception with Her Majesty, Queen Elizabeth II at Marlborough House. "I had the unique privilege of talking to Her Majesty herself as well as the Duke of Edinburgh and Sir John Major," he said. rumesh_wijetunge@idg-connect.com

Amann

New at **IDG Germany** is Events Project Manager **Isabella Amann.** Previously a product manager for communications and media with BMW Siftung Herbert Quandt, she holds a degree in political science from Ludwig Maximilian University of Munich. iamann@idg.de

IDG Germany also welcomes Account Manager **Eteri Manousaridou.** She was previously an accountant with Robert Half Deutschland GmbH and studied at the University of Economics and Services in Schachty, Russia. In her free time she enjoys daning and swimming. emanousaridou@idg.de

Thaden

Junior Project Manager **Lisa-Marie Thaden** comes to **IDG Germany** from SWMH Service GmbH where she was an IT project management trainee. She studied at Baden-Wurtemberg Cooperative State University and enjoys sports. lthaden@idg.de

Wagner

Lisa Wagner is **IDG Germany's** new human resources assistant, coming from John Deere where she was an HR intern. She studied educational sciences at Goethe Institute in Frankfurt, Germany, and enjoys cooking, hiking and travel. lwagner@idg.de

Lankes

Previously a student marketing intern at Gutefrage.net GmbH, **Bettina Lankes** joins **IDG Germany** as Strategic Marketing Services project manager trainee. She earned a B.A. in business administration from the University of Applied Sciences in Munich, Germany, and an M.A. in marketing and sales from the University of Applied Sciences in Landshut, Germany. Away from the office she enjoys yoga, snowboarding and travel in Asia, especially India. blankes@idg.de

Share your news!

Employees at any IDG or IDC business unit is invited to share about what their group or department is up to. Sales success story? Event photos? Colleague with an interesting hobby? Send your tips to world_update@idg.com and we'll take it from there.

continued from page 3

One on one

Second is the way IT leaders should deal with older technology and legacy processes in order to avoid slowing down digital innovation and transformation.

Q What kinds of things is IDC Italy doing in the local market to distinguish itself from the competition?

A We invested in expanding our brand awareness — so customers/prospects would know more about IDC — and B2B marketing support — IDC's outreach to potential customers — with a comprehensive value proposition that can provide solutions from brand awareness to demand generation for a wider coverage of our customer needs.

Also, we were the first market research firm in Italy to promote a digital strategy. On the one hand we worked to increase our social media reach, engagement and influence, on the other hand we integrated digital and social resources in selected products of our local portfolio. For example, introducing long-term social campaigns for our main events, together with live tweeting during the event and providing our sponsors with campaign metrics and analytics. We are starting to incorporate these metrics directly into our proposals. More and more customers are asking us for digital amplification and social support, and for this reason we launched several digital initiatives related to both our consulting and conference activities, and we have been able to improve customers' brand awareness and lead generation targets.

Q How does IDC Italy fit into the network of IDC offices in Western Europe?

A We have about 45 employees at IDC Italy, of whom about half play an international role, and this is another value we can offer to our clients and show how we are different from the competition. For example, by collaborating with the Insights teams based here in Italy — Manufacturing Insights, Retail Insights, Energy Insights, Government Insights and Health Insights — we can propose a local technology approach focused on business innovation within a single industry. We also have a very good collaboration with the European Industry Solutions team and the European Government Consulting unit based in our office.

Q What's been your career path?

A I joined IDC more than 15 year ago as an account manager in the sales department. I was promoted to sales director in 2008, and since October 2013 I have been responsible for all of IDC Italy. Before joining IDC I spent two years with Parametric Technology Corp. in a marketing support role. I graduated with a degree in philosophy from Statale University in Milan. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Linda Gorgone *U.S. Media*

30
Penny Stevens *IDG Corporate Services Group*

29
Gregg Pinsky *U.S. Media*

23
Jennifer Cooke *IDC*

22
Gina Howells *IDG Global Solutions*

20
Lars Danielsson *IDG Sweden*
Pat Josefek *U.S. Media*

19
Peter Bradley *IDG Global Solutions*

18
Karim Bahloul *IDC France*

17
Andreas Hedberg *IDG Sweden*
Dave Reinsel *IDC*

16
Ken Mingis *U.S. Media*

14
Anne Stevenson *IDC*

13
Edward Kozaryn *IDG Corporate Services Group*

11
Mo Barrett *IDG Strategic Marketing Services*

10
Bruno Teyton *IDC France*
Jeffrey Janukowicz *IDC*
Gard Little *IDC*

9
Amarjeet Kumar Sahay *IDC Center for Consultancy & Research/India*
Lilianne Lima *IDC Brazil*
Alexis Hines *U.S. Media*

8
Giorgio Micheletti *IDC Italy*
Stephen Elliot *IDC*
Gregg Keizer *U.S. Media*
Jason Fleckles *U.S. Media*

7
Julia Talevski *IDG Australia*
Irina Zvagelsky *IDC*

5
Heather Ashton Manolian *IDC*
Thor Olavsrud *U.S. Media*
Thomas Alexander *U.S. Media*
Mark Holland *U.S. Media*
Brandon Butler *U.S. Media*

4
Chun Lee Loo *IDC Singapore*

3
Sunil Narayanappa *IDC Center for Consultancy & Research/India*
Michael Osmo *IDC Australia*
Wellington La Falce *IDC Brazil*
Matt Kapko *U.S. Media*

2
Andrew LeClair *IDC*
John Santagate Jr. *IDC*
Laura Galyan *U.S. Media*

1
Di Jin *IDC China*
Wenting Xu *IDC China*
Preeyaporn Sukhamano *IDC Thailand*
Regina Nelles-Kalkum *IDG Germany*
Steve Proctor *IT World Canada*
Michael Muijsers Mayengo *IDC Benelux*
Adnan Shakoor *IDC U.K.*
Rebecca Montgomery *IDG Connect*
John Ciccone *IDG List Services*
Timothy Walker *IDC*

THE IDC+IDG MARKETING SUMMIT

MARCH 2, 2017 AT THE GARDEN COURT HOTEL, PALO ALTO

IDG IDC Analyze the Future

The date and several panelists were recently announced for the 12th annual IDC + IDG Marketing Summit, an invitation-only event March 2 in Palo Alto, Calif., with networking, dinner and discussion on the hottest topics in tech marketing. Featured speakers will include Benjamin Gibson, executive vice president and chief marketing officer at F5 Networks, Morag Lucey, chief marketing officer at Avaya and Fred Studer, chief marketing officer at Gigamon. IDC Group VP/Executive Advisory **Rich Vancil** and IDG CMO **Josh London** will particpate in a Q&A with the CMO panel. For more info click here.

continued from page 4

WIICTA

*Three of the four members of IDG Australia's event team (l-r): **Rebecca Hahn**, events and sales assistant; **Alexandra West**, events and projects manager; and **Maria Stefina**, events and marketing coordinator. Missing from photo: **Nik Gorbachev**, database coordinator.*

advocacy of women in IT. Vendor sponsors value positioning their brand alongside WIICTA."

Sponsors receive branding prior to, during and after the event. They get a table for 10 at the WIICTA event and advertising in the post-event coverage. "Unlike some other events sponsorships, they are not invited to be on stage, so there is no need to work with them in advance of or at the event," Searle said.

More than 175 nominations were received for six categories: Innovation, Entrepreneur, Technical, Community, Rising Star, Shining Star and Achievement. Additionally, a Lifetime Achievement Award was presented to a long-serving individual who has dedicated her career to the IT industry.

Individuals are encouraged to nominate themselves or to nominate female colleagues in their organizations, Searle explained. Finalists (up to eight per category) are determined by a short-list panel consisting of Searle, ARN Editor **James Henderson** and ARN Deputy Editor **Hafizah Osman**. These were then sent to 29 industry judges for their voting.

WIICTA is hosted as a lunch, differentiating it from the much larger and grander ARN ICT Industry Awards and making it easier to fit into a work day.

The 2016 event featured two keynote speakers on stage sharing their inspiring stories with the audience: Kerrie-Anne Turner, VMware ANZ head of channels and general business; and Vicki Batka, Cisco Asia/Pacific/Japan managing director of partner organization.

"In the male-dominated IT industry, where women are in the minority in leadership positions, it is responsible of ARN to host community-based initiatives like WIICTA. Not only does it help to promote females, it positions IDG as a leader in gender diversity and inclusion. Additionally, this event has grown substantially over its five-year history and now drives significant revenues and healthy profits," Searle noted.

For more information, contact Susan Searle. ■

unsunghero

Leonard Kore

Senior Analyst

IDC East Africa

IDC South Africa Senior Manager, Telecoms, Media and IoT George Kalebaila *named IDC East Africa Senior Analyst* Leonard Kore *his team's unsung hero. "Leo has developed quickly to establish himself as a thought leader in Africa (East Africa in particular) and especially on mobile money," he said. "He has frequently contributed to articles in CommsMEA and other leading ICT magazines on various topics on Africa. He is energetic and has quickly established himself as a dependable member of the Telco team. He has received a variety of awards, built strong networks within the telecommunications industry in Kenya and is able to get interviews with key stakeholders at short notice. Leo is a rare talent and great asset to IDC's Telco team in Africa and META region."*

Senior Analyst, Telecoms and Media ***Leonard Kore*** *joined IDC East Africa in September 2013 as a research analyst.*

Name
Leonard Kore

Home
Nairobi, Kenya

Primary job responsibilities
As a senior analyst, I mainly carry out telecoms research in East Africa while handling consulting projects in the region and around Africa. I also support business development and media activities in East Africa.

Three things I do in a day's work
- Work on several consulting projects by carrying out either primary or secondary research. This may involve speaking to telcos, CIOs and other relevant stakeholders.
- Write Continuous Intelligence Services documents/flashes, etc.
- Attend meetings with telco stakeholders.

What I love most about my job
My workmates in the telecoms department across the region are very friendly and supportive. This helps during tough, demanding consulting projects.

A hot-button issue I'm dealing with
There's a lot of local interest in data services, mobility, the Small and Medium Enterprise sector and IoT, and IDC is trying to helping a lot of customers with these topics. Mobile money is also a hot topic in East Africa.

Latest accomplishment
We successfully delivered a high-profile consulting project to leading IT/telecoms company in Africa, which could lead to more engagements in the region.

Career highlight
I was named one of the Employees of the Quarter in my first year with IDC.

What I'm doing to be a better employee
Carrying out more high-level workshops with senior-level stakeholders in the region.

Interests outside the office
Football (I'm a big Chelsea fan), real estate and construction projects. I'm also involved with mentorship programs for students.

What others can't tell just by looking at me
I've worked as a waiter, a cashier, a farmer, a school bus driver — and many more I will not say now!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Janet King IDG Research
Leonard Kore IDC East Africa
Josh London IDG
Karen Ren IDG China
Susan Searle *IDG Australia*
Mark Walker *IDC*
Alexandra West IDG Australia
Debbie Yang *Electronic Engineering & Product World*
Carolyn Yanuskiewicz *IDG*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

6 FEBRUARY 2017 | VOLUME 47, NUMBER 6 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 9

IDG Germany 'overwhelms' Dell with largest custom event to date

Dell Technologies CEO Michael Dell was the featured speaker at The Next Now!, held Jan. 16 in Berlin with 750 attendees, which served as the German debut of the newly merged Dell and EMC companies.

SEE MORE ON PAGE 4

Also inside

- CMO-CIO Exchange breakfast event debuts in New Zealand
- IDG Germany grows revenue-producing video series
- One on one: IDC AVP, Sub-Saharan Africa Mark Walker

On the job: U.S. Media Executive editor, Online and Data Analytics Sharon Machlis

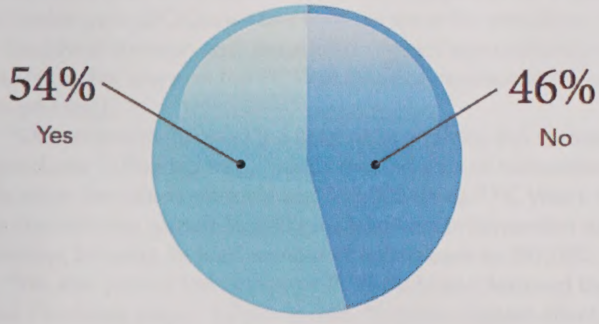
SEE MORE ON PAGE 5

Celebrating 20: Computerworld Senior Editor Matt Hamblen travels to Portugal.

SEE MORE ON PAGE 9

Question of the week results

Do you use an online password manager?



Log on to www.idgcentral.com to vote on this week's question:

Did you watch the Super Bowl?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

How Havas Trained 5,000 People in Programmatic (Digiday)

10 IT Skills That Employers Need in 2017 (CIO)

Apple and Samsung See Smartphone Declines in Full Year 2016 (Computerworld)

EU Announces Deal to End All Wireless Roaming Charges Starting June 2017 (VentureBeat)

Marketers Predict Death of Cookie-Based Advertising by 2018 (Campaign Live)

IDG Germany expands revenue-making consumer video series

Die besten Technik-Geschenke
PC WELT
Alt
2:13 / 13:27

(L-R): PC Welt Editor ***Dennis Steimels*** *and Hardware Director* ***Michael Schmelzle*** *shared their recommendations for the best consumer products to give as gifts.*

Three videos of consumer-electronics Christmas recommendations proved to be gifts that kept on giving, doubling IDG Germany's ecommerce revenue for the month of November, thanks to affiliate links to Amazon.de.

"We love to explain technology," said PC Welt and Macwelt Online Editor-in-chief **Christian Löbering**. "Our consumer editorial crew tested a lot of devices, then PC Welt Managing Editor **Panagiotis Kolokythas**, Editor **Dennis Steimels** and Hardware Director **Michael Schmelzle**, along with our video producer **Christian Seliger** created three Christmas-gift recommendation videos for PC Welt's YouTube channel featuring the best gifts for 50, 100 and 150 euros (US$53, $107 and $160, respectively)."

Posted in late November, each video was roughly 15 minutes long and reviewed six or seven fun and useful products, including an Xbox One S controller, a Google Daydream virtual-reality headset and a DIY 3-D printer. (To see the videos, click here, here and here.)

PC Welt added an affiliate link for each product discussed in the videos' description. Most of the links pointed to the products' respective product page at Amazon.de. When a user clicked on one of the affiliate links an Amazon cookie was dropped in her browser. That cookie gave IDG Germany a revenue share for everything that user bought at Amazon until the cookie expired approximately three weeks later. (For more on the PC Welt-Amazon revenue share program go here.)

"Our editors mentioned the links while showing the features of the products," Löbering said, "which created a lot of transactional traffic since the videos were viewed 350,000 times." PC Welt's YouTube channel also gained 15,000 new followers in November and December, bringing its total number of subscribers to 387,000.

"We also posted the videos on PCWelt.de and featured them on our Facebook page," Löbering said, "but the biggest effect just happened organically in our YouTube channel."

Löbering said PC Welt will continue its series of product-recommendation videos with ones on smartphones after Mobile World Congress at the end ofthis month, fitness gadgets in the spring and the best deals during Amazon Prime Day and Cyber Week in late November.

For more information contact Christian Löbering. ■

CMO-CIO Exchange breakfast event debuts in New Zealand

CMO
TECHNOLOGY | LEADERS
CIO
BUSINESS TECHNOLOGY LEADERSHIP

CMO Australia and New Zealand Editor ***Nadia Cameron*** *(left) and CIO New Zealand Editor* ***Divina Paredes*** *provided opening remarks.*

Inspired by the success of similar events it has held in Sydney and Melbourne, IDG Australia and New Zealand launched the CMO-CIO Exchange in Auckland late last year to give New Zealand IT and marketing leaders the chance to discuss issues and trends influencing their strategic executive functions, especially around digital transformation.

"The aim was to get attendees in early, share great insights and have them back at their desks by 11 a.m.," said IDG Enterprise President & Publisher **Barbara Simon**.

Sixty attendees participated in the program; attendance was based on job title and job function qualification and was funded through sponsorship rather than by ticket sales. As lead sponsor, Microsoft was represented on the agenda through a panel sponsorship. Deloitte Digital, Sitecore and Silverstripe hosted tables in the audience and also received significant brand association in all marketing in the lead-up to the event and participated in in-depth peer-to-peer conversations.

The IDG team also organized a satellite lunch that was sold as part of the event series but was essentially a stand-alone event. The sponsor of the lunch, which was effectively a roundtable discussion, also had a hosted table at the breakfast event. The delegates for the lunch were invited based on an agreed-upon demographic and sponsor wishlist.

"Our sponsors' feedback on table hosting has been that this is a very valuable experience for them in building new relationships," Simon said.

Simon said marketers in New Zealand had been asking for a way to reach this demographic.

"Marketers in New Zealand have been telling us they need to influence multiple decisionmakers while ensuring they influence every stage of the buying process," she said. "The CIO-CMO Exchange therefore made perfect sense to take into that environment, and we built the sales collateral and event offering around this need. We were able to entice others into sponsorship based on the strong audience we registered — we shared organization names and titles that were registered and on the strength of who would be attending we secured the remaining sponsors."

Her team aims to grow the number of attendees — and sponsors — at future events.

For more information contact Barbara Simon. ■

OneonOne

Mark Walker

IDC

The associate VP for sub-Saharan Africa is this week's columnist. Reach him at mwalker@idc.com.

IDC offices in sub-Saharan Africa

IDC South Africa
- Location: Johannesburg
- Established: Subsidiary opened in 2007, prior representation was via a licensee since 1996.
- Employees: 14
- Coverage: South Africa, Namibia, Botswana, Mozambique, Angola, Zambia and Zimbabwe

IDC East Africa
- Location: Nairobi, Kenya
- Established: 2005
- Employees: Five
- Coverage: Kenya, Uganda, Tanzania, Ethiopia, Democratic Republic of Congo

IDC West Africa
- Location: Lagos, Nigeria
- Established: 2010
- Employees: Six
- Coverage: Nigeria, Ghana, Cameroon

Q What does IDC's presence in the sub-Saharan Africa region look like?

A IDC sub-Saharan Africa has been delivering research and conferences in the region for 10 years as of 2017. A dedicated network of 25 staff based in South Africa, Kenya and Nigeria maintains deep relationships with vendors, channels and technology users to deliver accurate data and trusted insights into African markets. IDC's CIO Summits in Johannesburg, South Africa; Nairobi, Kenya; and Lagos, Nigeria; are well established and provide eagerly anticipated executive meeting places for regional ICT leadership, while IDC's IT Forums provide detailed guidance to IT professionals. IDC, via its strong focus on development of local skills and capability, occupies a unique position to provide credible intelligence and thought leadership in a region notorious for limited information in a very unpredictable environment.

Q Can you give a brief snapshot of the tech industry in South Africa and which other countries are poised for the most growth?

A The telecoms industry in South Africa is quite mature with penetration by subscription to SIM cards already above 154%. Growth is being driven by mobile data with increasing penetration of smartphones (just over 40% in 2016) and fixed data, especially Fttx-based services, in both consumer and enterprise. The improving connectivity environment is also a catalyst for the growing adoption of datacenter and cloud-based services in the enterprise segment. Telcos are positioning themselves and digital partners to their clients even as they undergo internal transformation to align to the changing business environment.

On the IT side, IoT is slowly moving beyond the hype with some native IoT solutions coming to market. There is also increasing interest from the developer community to bring homegrown solutions to the market such as parking management, traffic management, farm optimization and incipient smart city solutions. Digital Transformation is a hot topic and security rounds out the most vibrant segments now and into 2017. A strong innovation culture is emerging whereby African solutions for African challenges are coming to the fore with examples seen in using technology to address energy, water and urbanization questions across the continent.

Nigeria will remain an important market in Africa due to size but is being weighed down by a challenging macroeconomic environment and commodity slump. Kenya is fast becoming the tech hub for the East Africa region with strong support from government coupled with rapidly improving fixed connectivity infrastructure adding momentum to the market. Other growing markets include Ivory Coast, Ghana, Democratic Republic of Congo and Tanzania.

Q Which regions of the sub-Saharan market will see the greatest growth in coming years?

A East Africa — specifically Kenya, Tanzania, Uganda and Ethiopia — is posting the highest growth and is the region to watch. Economies there were less exposed to the collapse of the oil price, though weak commodities markets are still a worry. In correlation, it's politically more stable too, which encourages investment. Countries like Kenya, Uganda and Tanzania are investing in infrastructure to support economic growth, and that benefits IT in turn. Capital expenditure spending is still slow, but IT services are doing well, particularly project-related services. The growing investment in fixed infrastructure in most southern African countries such as Botswana, Namibia, Zambia and South Africa will drive growth. 4G deployments are expected to accelerate, contributing to the growing uptake in data- and cloud-based services

Q Which sectors of the tech industry have had the most growth in the region? What about the next few years?

A Cloud is growing in sub-Saharan Africa but is still pretty small; there's adoption by large multinationals, and activity in small and medium enterprises, but in between there's still a lot of work to be done. Right now it's traditional services like IT consulting and systems integration that are strongest — these are helping companies improve efficiencies and roll out technologies with clear business objectives. Outside of public sector and very large multinationals smaller projects are in vogue — manage resources, costs and outcomes more tightly — and rely on project management to stitch it all together. In telecoms, smartphones continue to outpace feature phones due to low-priced devices from China. Another sector to highlight is fixed data, especially Fttx-based services driven by growing consumption of video in the consumer segment and growing adoption of datacenter-based services in enterprise. 4G will drive the next wave of growth in most countries as deployment in 2017 accelerates.

continued on page 7

IDG Germany produces its largest custom event ever for Dell Technologies' local debut

Attendees, client "overwhelmed" by event, Dell offers IDG chance to bid on new business

Key staff involved with The Next Now! were (l-r): Publisher and Chief Revenue Officer ***Michael Beilfuss****, SVP/Sales & Marketing* ***Sebastian Woerle****, Events Director* ***Susanne Schubert*** *and Editorial Director* ***Heinrich Vaske****. (Not pictured:* ***Stefan Hügel****, SVP SMS).*

Last month IDG Germany produced the most lucrative custom event in its 43-year history — and one of the most complex projects it had ever undertaken — which grew out of its deep and long-time relationship with Dell. The Next Now! conference, held Jan. 16 in Berlin, served as the German debut of the newly merged Dell and EMC companies, now known as Dell Technologies. Intel also provided some additional revenue and branding.

IDG Germany has been working for several years with key stakeholders of Dell on the Dell Insider Portal. Last September, Dell came to IDG Germany's Sales department with a challenging request: create a launch event for 700 customers and prospective customers — at which Dell Technologies CEO Michael Dell would participate in person — in just four months. The goal was to create a positive mind-set toward transformation and digitization — the tagline for the conference was "The hero is you! Learn why the success of digitization is in your hands" — by showing tools and best practices, sparking dialogue, getting in touch with attendees before the event and staying in touch with them afterward.

"What Dell didn't want to do was to drop buzzwords and deliver just another tech event," said IDG Germany SVP/Sales & Marketing **Sebastian Woerle**. "As soon as we got the brief, we knew it would be a very demanding and challenging project on all levels, but at the same time it would be a unique opportunity to showcase IDG's capabilities. Furthermore, we were aware that if we could deliver and succeed with this project, there would be a lot more opportunities for us."

The Next Now!

IDG Germany was responsible for the branding concept at the venue, the Berlin Congress Center.

IDG Germany's events department, Strategic Marketing Services and several freelancers teamed up for the event. The core tasks were event logistics and organization, content marketing, speaker lineup and, most importantly, audience recruitment. The target audience was IT and line-of-business managers in organizations larger than 100 employees. The event was free to attend, and IDG Germany calculated a no-show rate of 30%. Out of 1,000 registrants, 750 attended. About 20% were Dell customers, who were invited by Dell sales representatives. In addition to attendees in IT-related roles, 17% were from marketing and sales, 5% HR managers, and 12% finance decision makers.

The agenda took the concept of digitization and transformation and broke it out into 1) the effects of what transformation means for a leader personally, 2) what its effects are on enterprises, and 3) what the consequences are for society and politics. Speakers included a well-known leadership coach, the global CIO of Volkswagen, a business angel investor from Germany's version of the TV show *Shark Tank*, a renowned

continued on page 8

Job Spotlight

On the job: Executive editor, Online and Data Analytics

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Sharon Machlis

Title Executive editor, Online and Data Analytics, Computerworld

What an executive editor, Online and Data Analytics does It's a multi-faceted job. I'm an editor who codes, so for the Online part of my title, I try to come up with ways to improve our editorial processes online, especially taking drudge work out of the editorial process. I've created a tool to generate searchable tables, for example, based on code originally written by our designers and developers. Making such tables for the Web is pretty labor-intensive if you have to code each table by hand. And I experiment when I can with how we present information. I recently created a Computerworld "Flash Briefing" skill [News sources for the Alexa "Flash Briefing" audio news briefings are called 'skills.' – ed.] so that anyone who has an Amazon Echo, Dot or other Alexa-enabled device can add Computerworld to their audio news briefings.

I also work with reporters who have projects that involve data, such as teaming with CW Senior Editor **Patrick Thibodeau** on stories about H-1B skilled-worker visas. Our story "The Data Shows: Top H-1B users are offshore outsourcers" analyzed tens of thousands of government visa records. It won the ASBPE national gold award for investigative reporting a couple of years ago.

For the Data Analytics part of my job, I follow key web metrics across IDG U.S., things like site visits, video views and our best sources of site traffic. That means generating reports about those metrics. I also think about what data points we need — such as tracking video engagement scores and how many people watched half a video or all the way through and not simply counting all views as the same — and how to interpret them, as well as looking for unexpected trends such as the continued strength of some of our email newsletters. And I try to help others on staff who have questions about using our analytics tools.

Over the past few years, I've become somewhat obsessed with a programming language called R, which is designed for data analysis. I use R to pull data from several of our analytics platforms such as Adobe Analytics (formerly Omniture) and Brightcove and then generate reports with summaries and visualizations. I've also used R to create interactive tools so others can do their own analysis, such as seeing which stories have generated the most new registrations for our Insider program's customer database. That tool allows editors to see this information on a daily basis instead of monthly.

In addition to R, I use other data analysis platforms such as Microsoft's Excel and Power BI.

Finally, as I learn and use these tools I also write about them, including how-to articles such as my Beginner's Guide to R and videos such as how to use Power BI, and then promote my content on social media.

Computerworld Executive Editor, Online and Data Analytics ***Sharon Machlis*** *joined IDG in 1997.*

The services I provide and who my customers are For the online portion of my job, my customers are internal — reporters and editors — as well as external — visitors to our site. My tools are used by writers and editors to reduce grunt work and increase efficiency; the end product of those tools, such as tables and bar charts, are used by Computerworld readers. And, of course, my stories and videos are read/watched by site visitors.

For the data analytics portion of my job, I produce reports and analysis as well as interactive tools. Customers are internal across IDG U.S.

Key skills required for my job A love of problem solving and experimenting is high on the list. So is understanding data and how to analyze it, as well as the ability to write scripts and tools in a programming language like R or Python.

A typical day My workdays can be so different! One day might involve writing and running scripts to pull data for a

continued on page 6

continued from page 5

On the job

key business need. I might spend another day writing an article about a new tool for analyzing data. I'll try to find time in my week to code new reports or interactive tools. It's quite varied.

Best part of my job I'm constantly learning how to use cool software tools to do my job, which I find very energizing. Being able to reduce drudge work for my colleagues so they can spend more time being creative is so rewarding. And being part of the Computerworld editorial team means working with truly outstanding people.

Most challenging part of my job Trying to fully understand what our web analytics can tell us about how to do our work better and smarter.

An on-the-job issue that I'd like to know how colleagues at other business units are handling Two come to mind. 1) How they balance the desire to learn from data with the need not to be ruled by data. For example, it's important to know what stories and topics are most popular with our readers, but we don't want those to be the only things we cover. 2) How they measure things that truly matter, such as understanding the value of a visit to our sites.

Why and how I got involved in this career I've always loved journalism and been fascinated by both math and technology. I started my career as a business reporter at a daily newspaper when the local tech industry was growing rapidly and ended up gravitating toward tech journalism. When I discovered R and the joys of playing with data, it was natural to add that to my job.

A recent work accomplishment Creating interactive Insider and video analytics tools. They allow us to react more quickly in understanding what resonates with our audience.

What my colleagues would be surprised to learn about me I was honored by the amateur radio association of Bosnia and Herzegovina for humanitarian work during the 1992-96 war. With phone, postal and Internet service cut to Sarajevo and other Bosnian cities under siege, ham radio was one of the only ways to get messages in and out of the country. I passed a lot of messages to and from relatives and friends worried about their loved ones in Sarajevo. In one case, I maintained contact with a radio operator in a town where even the United Nations and the Red Cross said they'd lost communications. My Bosnian friends and ham-radio colleagues did dangerous work of getting those messages to their final destinations, though, which often meant traveling through streets being shelled and hit with sniper fire. ■

IDG Corporate Services Group celebrates at "post holiday" holiday party

L-R: ***Nancy Newark, Kristin Kim, Mike Malone, Michelle Chase, Sally Reinfeld*** *and* ***Cathy Garland***

Patrick Burke, Steve Pelosi, Lance Castonguay *and* ***Paul Overhiser***

CHRISTOPHER KAY PHOTOS

Rob Rebecchi, Todd Hall, Ching Lee *and* ***Hack Warrensford***

Leslie Baldi, Ted Bloom, Renee Pierce, Sara Scogland *and* ***Karen Smalarz***

noteworthypeople

New employees

Kurtzman

Wayne Kurtzman joins **IDC Framingham** as research director, Social and Experiential with the CMO Advisory and Customer Experience group. He previously led emerging technology programs for Intel, Pitney Bowes and Jabra, leveraging community collaboration focused on improved customer experience. He earned a B.A. in communications from New York's Hofstra University and is an adjunct instructor with the University of Tennessee and has guest lectured at Boston University and Suffolk University, among others. He volunteers with Destination Imagination, a program that builds creativity, collaboration and innovation skills in children using STEAM (science, technology, engineering, arts, and math) based challenges. wkurtzman@idc.com

Drinkwater

New at **IDG Global Solutions'** Content Marketing Practice is EMEA Content Director **Doug Drinkwater**. He was previously senior reporter at SC Magazine, international editor at TabTimes and news editor at Display Monitor. He spends his free time with family, playing soccer and supporting Tottenham Hotspur and compiling a 30 Before 30 list. doug_drinkwater@idg.com

continued from page 3

One on One

Q What do clients in the region most want from IDC?

A Research wise, clients are asking for a combination of market sizing, forecast data and competitive strategic advice to help them quantify the opportunity up front, then develop go-to-market strategies. There's a lot of excitement about Africa that hasn't really delivered on expectations, but the sense is that there are still opportunities — most of the strategic questions boil down to how they should best (and most quickly) identify the opportunities and position the most relevant solutions in these markets. It's the old maxim of an audience only wanting 10% of what you can offer — but it's always a different 10%. In the telecoms market, clients still want to understand the growth areas, especially with traditional voice services in decline. Advice on vertical solutions and go-to-market strategies for emerging services such as IoT and digital transformation are key topics. Guidance on how best to practically execute strategic initiatives and remain locally relevant are rapidly gaining impetus — especially as competition increases.

Q What are some of the major challenges the tech market in the region is working to overcome?

A Due to a fragile global environment, political and economic concerns top the local agenda. No one really knows what's coming for the next four years so high degrees of uncertainty abound — technology leaders are looking hard at fact-based strategy to mitigate these risks to find growth while fixing costs. Infrastructure availability and rollout also is a concern, though most of the high-density areas are now reasonably well covered, but rural access is limited. Regulatory concerns still pop up, like privacy in cloud or taxation in e-commerce and mobile commerce, but countries in East Africa, in particular, are steadily putting frameworks in place. Skills remain a strong concern — every location is short on skills, and trying to position next-gen products/services is very difficult when even the vendors can't get support skills in-country, so channel development and training current workers to advance to more skilled jobs is a big focus right now.

Q Any new programs, initiatives or events planned for FY17?

A Tracker and Continuous Intelligence Service programs are expanding to cover new geographies as technology footprints increase and clients expect more market visibility. The CIO Summit series has been revamped to align more with local CIO realities such as driving digital transformation of their organizations while maintaining perfect operational performance. IDC syndicated events will focus on IT Security, Mobility, Digital Transformation and the Internet of Things in 2017. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Julie Boudreau *IDG Corporate Services Group*
Barbara Simon *IDG Australia*

20
Philip Odgers *IDC U.K.*

18
Steffen Berchtold *IDG Germany*

17
Donald Jin *IDC*
Brad Nickerson *IDG Corporate Services Group*

14
Melinda-Carol Ballou *IDC*

13
Gerald Murray *IDC*
Jason Cunliffe *IDC*

11
Fouad Charakla *IDC Middle East, Africa & Turkey*
Celestine Tan *IDC Singapore*

10
Anna Lagercrantz *IDG Sweden*
Liawana Liswojo *IDC Australia*

9
Katherine Park *IDG Korea*
Jimena Sisa-Cepeda *IDC U.K.*
Do-Young Park *IDC Korea*

7
Sheryl Fuertez *IDC Singapore*

6
Monica Goddard *IDG Connect*
Matthew Marden *IDC*

5
Mariya Zhilina *IDC Russia*
Catherine Soper *IDC*
Mehmet Semerkant *IDG Germany*
Bhavana Nagegowda *IDC CCR India*

4
Nadia Cameron *IDG Australia*
Pim van Dijk *IDG Netherlands*
Amabel Palencia *IDC Singapore*

3
Jacopo Mancini *IDC Italy*
Ahmar Karimullah *IDC Australia*
Gurpal Singh *IDC CCR India*
Xiaohan Tay *IDC Singapore*

2
Timothy Tom *IDC*
Cesar Garcia *IDC Mexico*
Roberto Membrila *IDC Mexico*
Lawrence Freeborn *IDC U.K.*
Arpana Bharti *IDC CCR India*

1
Khulaif Al Aqidi *IDC Saudi Arabia*
Lukas Vnenk *IDC CEMA*
Luis Ruvalcaba *IDC*
Satoko Yazawa *IDC Japan*
Jiro Date *IDC Japan*
Ivano Ortis *IDC Italy*
Yu Xue *IDC China*
Swapnil Bhatnagar *IDC India*
Mario Allen Clement *IDC India*
Ashwin Shetty *IDC India*
Sampath Venkataswamy *IDC CCR India*
Deepa Balan *IDC Singapore*
Mehdi Ghasemi *IDC Singapore*

continued from page 4

Germany

German philosopher and one of the country's rising young politicians. They set the stage for the highlight of the conference: an interview with Michael Dell conducted by a well-known TV presenter and host, Andrea Thilo, who moderated the entire event.

IDG Germany Editorial Director **Heinrich Vaske** led a panel discussion with four C-level business leaders on how they think their companies will survive the next 10 years that offered much practical advice as well as a lively debate about the progress of digitization in Germany and at their companies. The audience was closely engaged with the panel through the use of Slido, an audience interaction tool that Vaske said was very comprehensive in terms of functionality and usability. The tool collected all the questions submitted in real time, and the audience could choose the most relevant for them and the question with the most number of votes was taken up by the panel.

A team of social media editors from IDG broadcast highlights of the event live via Twitter and Facebook. "Using the reach of our own editorial social media channels as well as those of our partners and contributers we extended the on-site event into the social web," said SVP/Strategic Marketing Services **Stefan Huegel**. "We were able to stir discussions among the social community and give the event as well as the client's brand extended visibility before, during and after the event. For instance, we propelled #thenext-now into the top-5 Twitter hashtags for that day."

Audience recruitment through paid social media activities, such as Smart Advertising and Social Shoutouts — both products of the newly established social media portfolio of the Strategic Marketing Services group — and content marketing drove about 20% of the attendees.

While 20% of the audience of 750 were customers invited by Dell, IDG Germany was responsible for the rest of the audience recruitment. Two SMS social media products — Smart Advertising and Social Shoutouts — helped drive attendance.

"This was one of the most rewarding events we've ever done," said Events Director **Susanne Schubert**. "Everything worked out onsite, and attendees as well as the client were overwhelmed by every aspect of the event." As a result, Dell Technologies has given IDG Germany the opportunity to pitch proposals to run several other events this year, including the EMC Forum with 1,000 attendees in Germany.

Write to Sebastian Woerle. ■

Socializing before the Super Bowl

Employees at 492 Old Connecticut Path in Framingham got together last Thursday afternoon to generate some positive karma for their local football heroes before the New England Patriots vs. Atlanta Falcons matchup.

IDG Enterprise VP/Marketing ***Sue Yanovitch*** *and GVP/ Customer Experience & Operations Events* ***Anne McCrory****.*

Digital Media Group Operations Manager ***Kristina Clark****.*

ONE FINGER
TO GO!
Herald RADIO

IDG Enterprise Graphic Designer ***Caroline Mewing*** *and Registration Coordinator* ***Cheryl Barrett****.*

celebrating20

Matt Hamblen

Senior Editor, Mobile & Wireless

Computerworld

Employees who celebrate two decades of service to the company are recognized with a very special gift from IDG: a 20th anniversary trip to the destination of their choice. Computerworld's Matt Hamblen visited Portugal last year.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Matt Hamblen U.S. Media
Christopher Kay IDG CSG
Christian Löbering IDG Germany
Sharon Machlis U.S. Media
Barbara Simon IDG Australia
Mark Walker *IDC*
Sebastian Woerle *IDG Germany*

I've looked forward to taking my 20th year anniversary IDG vacation trip from about my 15th year as a reporter at Computerworld! I have told many people about the 20-year benefit, and they can't believe it happens.

Joined IDG

My first day with Computerworld was on Sept. 3, 1996, as a staff writer covering storage.

Current role

I'm now a senior editor covering mobile, wireless, and, lately, security and smart cities.

The Douro River near Pinhao, Portugal.

Where I traveled

My wife Regan and I took a Viking River Cruise trip in Portugal along the Douro, the "River of Gold," for 10 days in June and July of 2016. We'd never done any kind of cruise or prearranged vacation, so Portugal was not only a new geography for us but a new vacation experience. It also meant we'd pay almost nothing, including airfare, tours, meals and we could get nearly every daily decision made by somebody else. Quite different from earlier family vacations!

Regan in Pedro IV Square in Lisbon.

My wife, Regan Byrne, and I climbed a hillside in the Sandeman vineyard along the Douro River.

Entry gate at the hilltop village Castelo Rodrigo near the Spanish border.

Highlights

It was a beautiful, relaxing trip. We saw vineyards for miles on the hillsides on either side of the river as our small ship traveled up and downstream. We drank plenty of wine at meals, including Port dessert wine, which gets its name from Portugal. (Portugal, in turn, gets its name from the towns of Porto and Gaia, across the Douro River from each other.) We danced. We met lovely Brits and Aussies and might visit one couple from Sydney someday. Walking the streets of Lisbon was invigorating. Other highlights included bus trips into Salamanca, Spain, and Castelo Rodrigo, a hilltop village where Jewish refugees from the Spanish Inquisition once lived on the same narrow streets alongside Muslims and Christians. Portugal, I learned, remained neutral during World War II.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

30 JANUARY 2017 | VOLUME 47, NUMBER 5 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *pages 2,4-6* | ANNIVERSARIES - *page 7* | NOTEWORTHY - *page 7*

CW, IDG.tv team up for ambitious global Smart Cities video series

MANUS×MACHINA
Fashion in an Age of Technology
IDG.tv
1:39 / 8:57

The video collaboration explores Smart Cities technology at work in Singapore, Barcelona, New York and Montreal and helps broaden Computerworld's audience and increases engagement with content on the site.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Communications CEO Michael Friedenberg

IDC announces Peacock, Motsenigos award winners

Adding commercial element to PC raffle boosts IDG Germany's traffic, leads and revenue

IDC
BE A TWITTER CELEB!!
Tweet to Win
Most Prolific Tweeter Stand a Chance to Win a Luxurious Stay

Twitter Celeb promotion boosts attendee engagement at IDC events in the Middle East.

SEE MORE ON PAGE 6

IDG

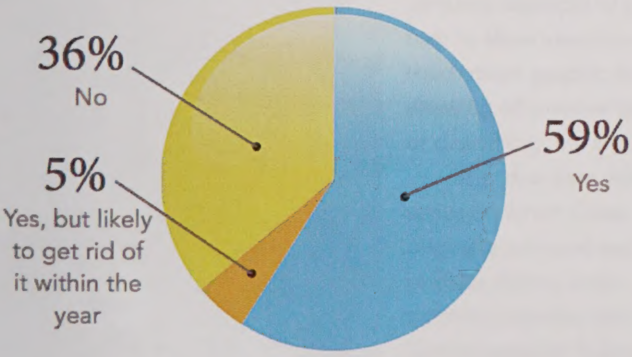
SALES UNIVERSITY

See IDG SMS' Gordon Plutsky's webinar on the content marketing landscape and how IDG compares.

SEE MORE ON IDG CENTRAL

Question of the week results

Do you still have a landline?



Log on to www.idgcentral.com to vote on this week's question:

Do you use an online password manager?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Social Platforms Saw Search Visibility Gains While Publishers Faltered in 2016 (The Drum)

Facebook, Snapchat Deals Produce Meager Results for News Outlets (Bloomberg)

U.S. Media Spend Up 7% in 2016, Digital Best Performer (MediaPost)

HP Recalls Over 100,000 More Laptop Batteries for Fire Hazard (PCWorld)

CW, IDG.tv collaborate on ambitious Smart Cities video series

What do the cities of Singapore, Barcelona, New York and Montreal have in common? They are the stars of the most ambitious video collaboration between IDG Enterprise and IDG.tv to date: Smart Cities. The series, nine months in the making, launched Dec. 12 with a 13-minute profile of Singapore and continued with reports on Barcelona on Dec. 19, New York on Jan. 9 and Montreal due to launch Feb. 6.

Noted **Tracy Mayor**, Computerworld senior features editor and one of three IDG Enterprise editorial liaisons to IDG.tv, "working with IDG.tv on this project gave us an opportunity to partner with professional videographers to highlight our subject matter expertise in a new and visual way. High-quality video like Smart Cities is helping us to both broaden our audience and increase their engagement with the content on our site."

*In addition to coaching from IDG.tv Video Producer **Alayne Brady,** Computerworld Senior Editor Mobile & Wireless **Matt Hamblen** credits "some of whatever success I may have in front of the camera to acting and on-camera training I got as a video journalist after I got my master's a million years ago. That, and the fedora I wear."*

The Smart Cities videos are reported and hosted by Computerworld Senior Editor Mobile & Wireless **Matt Hamblen**, who has an ongoing interest in the subject of technology-enabled public spaces that he traces back to his years as the planning/transportation reporter for a daily newspaper before coming to Computerworld 20 years ago. "I think cities are where the action is," Hamblen said. "There is a publicly available and concrete example of a user to show viewers — much more graphic than showing off a server farm or describing 'the cloud'."

*IDG.tv Videographer and Editor **Chris Hebert**, Video Director and Editor **Doug DuVall** and Video Producer **Alayne Brady** outside a government building in Montreal.*

The idea for a video series on Smart Cities originally surfaced early in 2015, during brainstorming sessions with Computerworld Editor-in-chief **Scot Finnie**, other CW editorial staffers and senior members of the newly formed IDG.tv division. The goal was to identify topic areas germane to Computerworld's audience that could lead to the highest-quality "signature" video content.

"The smart cities topic is one that Computerworld senior reporter Matt Hamblen is very passionate about," noted Finnie. "It's something of a natural for video — combining travel, emerging technologies, dynamic city landscapes and the prospect of improving people's lives where they live and work. The project was not envisioned, so much as it evolved organically, city by city. It began at a time when Computerworld was making a commitment to learning and producing video."

When Video Producer **Alayne Brady** joined IDG.tv in October 2015, she was excited to move the series toward a visual storytelling type of presentation. "I loved the idea of combining a more casual travel show feel with this tech-heavy focus," Brady said. "It was important to us to not only show the latest tech in each location but to also cover the unique needs of each city and how this tech impacts the people who live there."

Hamblen said he used the web and consulted with various analysts to identify potential cities — both in the U.S. and around the world — to profile in the series and then worked with Brady to narrow down the selections and determine what story to focus on in each city. "Matt created a short list of places that lead in the Smart City field and from there, we worked together to narrow this down based on everything from access to city officials, time of year, budgetary concerns, availability of experts, interest from our editorial teams and just general city appeal," Brady explained.

Once Hamblen determined the areas and ideas he was interested in covering, Brady said she tried to find the best ways to tell that story through video. "This entails mapping out storylines and figuring out how each interviewee and the city itself fits into that story."

Hamblen said the process of identifying the correct people to interview was a time-consuming one. "I asked a lot of questions and contacted each city government to find the best spokesperson — usually it was a municipal CTO. It's hard to get everybody in a foreign city available during the same few days, so there was a lot of adjusting schedules," Hamblen said. "The city governments were also very, very concerned about what I was up to," Hamblen said, "but I won them over with my charm and good looks," he joked.

continued on page 6

OneonOne

Michael Friedenberg

IDG

The CEO of IDG is this week's columnist. Reach him at michael_friedenberg@idg.com.

> "China Oceanwide and IDG Capital intend to foster and celebrate our company's culture, which has been at the core of our success, rooted in the talent and dedication of our people."

Q Following last week's announcement that China Oceanwide and IDG Capital have agreed to acquire IDG, is there anything else you can share about where we are now in the process?

A As a world leader in key information technology sectors, including media, market research, marketing and venture capital, IDG is an ideal fit for China Oceanwide's international portfolio expansion and a natural extension for IDG Capital. Like most of the companies in the two investment firms' portfolios, IDG is a global leader with strong cash flow and significant opportunity for profitable growth in a quickly changing industry. In addition, IDG's strong reputation and influence in China and key markets worldwide will benefit both of its acquirers.

In turn, IDG will benefit from China Oceanwide's and IDG Capital's deep financial and commercial resources, including the collective strength of their respective business networks in China and beyond, as well as their strategic insights. China Oceanwide and IDG Capital intend to foster and celebrate our company's culture, which has been at the core of our success, rooted in the talent and dedication of our people. In addition, **Hugo Shong**, founding general partner of IDG Capital, shared more than 20 years of friendship and success with IDG's late founder and chairman **Patrick McGovern**. Everyone involved has a vested interest in maintaining Pat McGovern's focus on cultivating people and operations to drive growth across all three of IDG's diverse operations for the long term. All parties involved agree that providing the right financial, strategic and cultural fit is critical to taking IDG to its next stage.

Q Over the past year, you've said that, despite the strategic process, our mantra should be Business as Usual. Is that still a theme you would like employees focused on?

A Business as Usual has gotten us through the past year, and I can't thank all of you enough for staying focused on the tasks at hand, all the while elevating IDG's relevance and value proposition. But we are now entering a new and exciting phase of our business. The mind-set I am in, and I'd like to encourage every employee to join me in, is Better than Usual. We have an outstanding opportunity in front of us to show our new ownership, our clients — customers and readers — and ourselves what a powerhouse IDG really is and that we are ready to move forward. This can start at the individual level. If we each take a look at our own areas of responsibility and consider how we each can be better than usual, imagine the impact we can collectively have. How can IDG be better than usual?

Q In your last Talk IDG video, you said that international results were strong, with most business units meeting their profit plans, but that isn't the case in the U.S. You said that market dynamics such as ad blocking, viewability concerns, ad fraud and so on caused our U.S. business units to miss their goals fairly significantly. Why are these market dynamics not affecting our international businesses to the same extent they are impacting our U.S. businesses?

A I think we are mixing two separate topics, and I also want to provide a larger context here. In FY16, International overperformed versus budget. Great results, but the profit budget for International was much less than that of the U.S. Thus, while International overperformed versus budget, their actual profit was only nominally larger than what the U.S. delivered in profits. Regarding digital display, all IDG markets are being impacted by the issues of ad fraud, viewability and ad blocking, Last year, IDG's digital display revenue declined approximately 30% and so far in FY17 it is down again about 30%. So, shared pain across the globe. But the good news is that between demand generation and custom, overall digital revenue is at budget year to date.

Q With digital display facing such challenges, where should IDG's business units be focusing their sales efforts?

A Well, we don't want to walk away from traditional digital display, so we want to keep a focus on that. Overall, our strategy is to grow media, data and the marketing services buckets. Media consists of digital display, print and subscriptions, data is demand generation and programmatic, and marketing services is custom and events. In addition, the CIO Executive Council is of great importance for it is a revenue stream that is garnering end-user revenue.

From a strategic perspective, the commercial dynamics and expectations of a sales professional are transforming. Market knowledge, account planning, emotional and intellectual IQ and old-fashioned perseverance are attributes that every successful salesperson has to have in today's media market. These are all areas of focus in IDG's Sales University training, so please keep a lookout for upcoming programs.

Q Can you talk about the trend of IDG's revenue coming more from lead gen now than display advertising?

continued on page 8

IDC presents Peacock, Motsenigos Awards for research excellence and innovation

IDG WORLD UPDATE

*IDC President & CEO **Kirk Campbell** (center) with Peacock Award winner **Serge Findling** and Motsenigos Award winner **Monika Kumar.***

Each January IDC presents its most prestigious research awards to the analysts who, over the past year, have made the most significant contributions to research excellence and innovation. During a noontime celebration on Jan. 23 in the lobby of IDC's headquarters in Framingham, Mass., IDC President & CEO **Kirk Campbell** announced that the 2016 Peacock Awards for research quality go to **Brad Casemore**, research director for Datacenter Networks, and **Serge Findling**, VP/ Research, Digital Transformation, and the 2016 Alexander Motsenigos Award for Outstanding Innovation goes to **Monika Kumar**, group VP, Customer Insights and Analysis.

The Peacock Award honors the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. IDG's late chairman and founder, **Pat McGovern**, established the award in 1985 to honor Peacock's accomplishments. The award recognizes employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

As with the Motsenigos Award, IDC's vice presidents and senior vice presidents nominate employees, and Campbell makes the final selection.

Casemore, who joined IDC in 2012 with more than 20 years of experience in information technology, quickly established himself as the go-to analyst for his research area and works on many consulting projects throughout the year, Campbell said. "Brad has built his analyst brand by not only prolific and high-quality writing and analysis but also by extensively leveraging social media and reviewing technical articles. His CIS program has a large number of subscription clients with high renewal rates."

***Brad Casemore** was one of two Peacock Award winners.*

Findling joined IDC part-time in 2013 as a member of the IT Executive Program research network with 30 year of experience in IT strategy and management and was hired a year later as VP of research. "As IDC's thought leader on digital transformation for IT professionals, Serge developed the highly influential Leading in 3D research practice that has made a real breakthrough with IDC's end-user clients and is featured in 122 IDC research reports," Campbell said. "He also developed a new analytic technique for MaturityScape Benchmarks, which streamlines this research process. As a result, there are now 67 MaturityScape Benchmarks published, and they have generated over $1 million in consulting work."

The Motsenigos Award was established in 2013 and honors the memory and accomplishments of the late program VP, who launched and built the Worldwide Services Contracts database.

Kumar, who joined IDC in 2005 with a research and consulting background, was promoted to group VP in 2015. "Monika has engineered and transformed IDC's global research processes to create an innovative new IDC "forecast product for the future." Campbell said. "She worked tirelessly with analysts around the globe to launch a highly strategic research product line, the IDC Spending Guides, which earned $2.6 million in new revenues last year. She and her team have launched 11 new Spending Guides in 12 months."

> "The [Peacock] award recognizes employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients."

Write to Brad Casemore, Serge Findling and Monika Kumar. ■

Adding commercial aspect to PC raffle, boosts IDG Germany's traffic, leads, revenue

By adding a lead-generation aspect to its annual Gaming PC raffle IDG Germany won the commercial content trifecta — traffic, leads and revenue.

Every year IDG Germany's Team Hölle designs a Höllenmaschine, or PC From Hell, a superfast system designed for gaming and creative software applications. For the last five years Team Hölle has also configured three PCs specifically for gaming with varying components priced at 800, 1,000 and 1,500 euros (US$850, $1,060 and $1,600, respectively), filmed the computers being built to post to an IDG Germany YouTube channel and then raffled off the computers to viewers and readers. IDG Germany Online Editor-in-chief **Christian Löbering** said that the project is "always a huge success in terms of traffic, with 300,000 views on YouTube and 260,000 pageviews on PC Welt in 2015."

L-R: **Friedrich Stiemer**, *author and Team Hölle member;* **Michael Schmelzle**: *IDG Tech Media head of Hardware and Testing and member of Team Hölle;* **Ole Evers**, *IDG Tech Media director of business development;* **Christian Seliger**, *freelance video producer; and* **Christian Löbering**, *online editor-in-chief, PC Welt and Macwelt.*

For the 2016 raffle, Team Hölle added a commercial aspect to the project for the first time. IDG Tech Media Business Development Director **Ole Evers** negotiated a deal with Germany's price-comparison engine Billiger.de in which IDG Germany guaranteed Billiger 20,000 leads and in exchange Billiger paid 6,500 euros ($6,900) to purchase all three PCs' components.

IDG Germany saw a 280% revenue increase in its total price-comparison revenue for the 2016 raffle period over the 2015 period.

Additionally, in order to participate in the raffle, readers had to anticipate the exact price for each PC, Löbering said, "This was done by totaling the cheapest price of each component using our price-comparison page, which is simply natively styled Billiger.de content. Since our revenue share with Billiger is based on a cost-per-click (CPC) model, this drove 500 additional euros ($530) per day to our account because the traffic on our price-comparison page grew so massively."

The raffle started on November 17 and closed on December 12 and drew nearly 530,000 pageviews on PCWelt.de and nearly 540,000 views on YouTube. Each PC had a 10-minute building-of video (it took nearly half a day to build each unit) and a test-run video, and there was a video explaining the raffle and a final one announcing the three winners, who were chosen randomly from the pool of correct price entries.

More than 30,000 people entered the raffle and provided their name, mailing and email addresses and their price estimation for each PC. "They also had to agree to receive mails from IDG Germany and Billiger," Löbering said. "After the raffle we pulled out 22,000 leads from that pool and sent them to Billiger to use."

Evers added that IDG Germany's total price-comparison revenue for the 2015 raffle period was 9,309 euros ($9,900), while for the 2016 period the revenue was 26,409 euros ($28,000), a 280% revenue increase. Total price-comparison profit achieved by the raffle period was 16,571 euros ($17,600). Traffic for the raffle period saw an 11.3% increase over the same period in 2015.

The raffle was so successful, Löbering said, that IDG Germany now plans to hold it twice a year.

For more information contact Christian Löbering or Ole Evers. ■

continued from page 2

Smart Cities

***Matt Hamblen; Chris Hebert; Dan Masaoka**, videographer and editor; and **Alayne Brady** on location in Singapore.*

"Tracy, my boss [Senior News Editor] **Marian Prokop**, Alayne and I would go over the list to make sure the proposed interview candidates made sense."

During the filming, Brady worked with Hamblen to ensure they were getting the appropriate content from each interview. "The interviews drove the coverage," Hamblen said, "so Alayne and the IDG.tv editors would pick the best bits from the interviews, while I would focus on angles that evolved from pre-brief interviews and actual video interviews. I shared with Alayne what I wanted to focus on, and she was thorough in vetting my insights. I want to show what's new and different about smart tech in a given city, but the subject is extremely broad so it has to be focused," Hamblen noted.

"Our team of IDG.tv shooters and editors — **Chris Hebert, Dan Masaoka** and **Doug DuVall** — did an amazing job of capturing this content on site and then crafting it into a final video," Brady said. "We all worked closely on this process as a team from start to finish, and each video goes through several iterations before we land on the final version."

Each of the videos is embedded in a related article on the Computerworld site: New York, Barcelona, Singapore. "The videos are intended to complement our editorial content," Mayor said. "They serve as another way to bring someone into the story and help to broaden our audience." (The videos can also be viewed here.)

And the Smart Cities videos are just the beginning, noted Finnie. "As ambitious as the Smart Cities series is, there's more to come; it was just one video series out of several. Making video is time-consuming, labor-intensive and, at times, expensive. There is much we still have to learn about it, too. But in just a few short years, broadband delivery technology has improved markedly, making video a primary source of information on the Internet. It's fast becoming imperative for editorial teams to master this increasingly relevant Internet-based medium."

Contact Tracy Mayor, Matt Hamblen or Alayne Brady. ■

Twitter Celeb promotion boosts attendee engagement at IDC events

The conference team at IDC Middle East, Africa and Turkey is always on the hunt for new initiatives to engage attendees and make the events an enjoyable experience.

During the past year, the team has used more social media tools to help increase awareness about a conference before telemarketing begins. One extension of that rolled out over the past six months has been the "Twitter Celeb" concept "to increase our digital footprint with the region's vendor and end-user community," said Associate Vice President **Ronita Bhattacharjee**. The staff awards up to five prizes to registered attendees or vendors who tweet the most about the event in the days leading up to it and through to its end. Most often the top prize an overnight stay for two at the luxury hotel where the event is held, which IDC MEA & Turkey receives complimentary from the hotel for a post-event stay.

BE A TWITTER CELEB
#IDCBFSI
IDC
IDC

*IDC Middle East, Africa and Turkey Associate Vice President **Ronita Bhattacharjee** with grand prize winner Chris Taylor, CEO, Abu Dhabi Finance, at a recent event.*

The team promotes the Twitter Celeb initiative on the event website, during telemarketing calls, at registration, in email advertisements, in the on-site conference book and during the event itself. Attendees qualify for the prizes they've earned only if they are present during the announcement of the winners, which takes place at the end of the event and ensures there is a good crowd in attendance right up until the event's conclusion, Bhattacharjee said.

IDC
BE A TWITTER CELEB!!
Tweet to Win
Most Prolific Tweeter Stand a Chance to Win a Luxurious Stay

*Senior Conference Manager **Sughand Tolani** with the Twitter Celeb promotional board.*

She said the Twitter Celeb promotion has significantly increased the average number of tweets attendees send about the region's IDC events. IDC has a common Twitter handle for roadshows that travel to various cities, such as #IDCITForum or #IDCITSecurity, which enables attendees and vendors to view tweets about the same event from across the Middle East, Africa and Turkey. "Many attendees visit partner stands and tweet photos with the partners, which has increased interactions onsite and has worked as a door opener for our future sales discussions with potential sponsors for IDC events," she said.

The Twitter Celeb program has also boosted the number of Twitter accounts in the region, she added. "Since attendees want to participate and win prizes, they've started asking us how to create Twitter accounts. LinkedIn is more popular than Twitter in this region, so we've had to assist many attendees with this unusual request."

Write to Ronita Bhattacharjee. ■

noteworthypeople

New employees

AlSaghir

Hamad AlSaghir is the new country manager for **IDC Saudi Arabia.** He was previously a senior client services manager with Cisco Systems and has also worked for Saudi Telecom Co., Ebttikar and the Al Faisaliah Group. He earned a B.S. in marketing from Saudi Arabia's King Fahd University of Petroleum and Minerals and enjoys soccer, body building and reading. halsaghir@idc.com

Moriarty

The **CIO Executive Council** has hired **Olivia Moriarty** as a client engagement strategist for CEC's Women in Leadership project. Most recently a development manager with the American Diabetes Association in New Orleans, La., she holds a B.A. in United States history from Framingham (Mass.) State University. She spends much of her free time with her three Goldendoodle dogs, Khloe, Winston and Truman. omoriarty@cio.com

Schmid

Tobias Schmid joins **IDG Tech Network** in Germany as a senior account manager. He has previously worked for Amazon Media Group as a key account development manager and Haufe-Lexware as a key account manager. He did an apprenticeship at German fashion company s.Oliver and has studied marketing and media. In his free time he enjoys snowboarding and diving and watching soccer and basketball. tschmid@idgtechnetwork.de

Returning employees

Diercks

Becky Diercks returns to **IDC Framingham** as a consulting manager in telecom and networking; her first job after college was as a research analyst with IDC Financial Services. (Her son **Justin Diercks** also works at IDC as a business development representative.) She was most recently a senior manager of consumer insights with Bose Corp. She holds a B.A. in business administration from the University of Massachusetts/Amherst's Isenberg School of Management. In her free time she enjoys reading, hiking and camping in upstate New York. bdiercks@idc.com

Dani

New at **IDC U.K.** is Senior Research Analyst **Arun Dani.** He was recently a senior market analyst with IDC India and will now be responsible for managing the European semi-annual Services Vendor Revenue Tracker process, IT services and business services marketing sizing and forecasting models. He holds a B.S. in electronics and telecommunication engineering from India's Nagpur University and an MBA in marketing management from PSG Institute of Management in Coimbatore, India. His interests include travel, movies and playing badminton. adani@idc.com

Share your news

All business units may send promotions and new employee information to world_update@idg.com. Got a story idea? Forward a brief summary and the World Update editors will follow up.

To change your password or if you forgot your password for IDG Central, IDG's intranet, click here. If you need a login for IDG Central, click here to request one.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36

Karen Weston *IDC*

29

Laura Brady *IDG Corporate Services Group*

21

Richard Bailey *IDG U.K.*

19

Kevin Ebmeyer *U.S. Media*
Roman Maceska *IDC CEMA*

17

Jan Siroky *IDC CEMA*

16

Karen Moser *IDC*
Jan Hein Bakkers *IDC Benelux*
Marie-Henriette von Wangenheim *IDG Germany*

15

Debi Temple *IDG Corporate Services Group*

13

Mimei Ito *IDC Japan*
Todd White *IDC*

12

Gary Crandall *IDG Corporate Services Group*

11

Efrat Drori *IDC Israel*
Andrew Golovnykh *IDC Ukraine*
Shabana Mahadiwala *IDC Middle East, Africa & Turkey*
Helena Hajsterova *IDG Czech Republic*
Yukiharu Yorifuji *IDC Japan*

10

Pamela Stenson *CIO Executive Council*
Simon Hülsbömer *IDG Germany*

9

Oren Raviv *IDC Israel*
Hiroshi Shibutani *IDC Japan*
Sylvia Wunsche *IDC Germany*
Brian Jackson *IT World Canada*

8

Patricio Soto *IDC Chile*

7

Ousmane Keita *IDG Czech Republic*

6

Steve Lohse *IDC*
Denise Lund *IDC*
Stanislav Dohnansky *IDC CEMA*
Carol Davila *IDC Peru*
Aysen Demir *IDG Germany*

5

Lisa Nagamine *IDC*
Elizabeth Cook *IDC*
James Lenza *IDG Strategic Marketing Services*
Hamza Naqshbandi *IDC Saudi Arabia*
Jesper Markmann *IDC Nordic/Denmark*
Gabriele Roberti *IDC Italy*

4

Tomas Doktor *IDC CEMA*
George Kozma *IDC Middle East, Africa & Turkey*
Alexander Lichy *IDG Czech Republic*

3

Kelly Kircher *IDC Germany*
Abraham Prieto *IDC Spain*
Jessica Schmitz-Nellen *IDG Germany*
Kendra Rhodes *IDC*

2

Stanislav Novak *IDC CEMA*
Gabrielle Ribeiro *IDC Brazil*
Judith Justin *IDC U.K.*
Jacob Schmidt *IDC Nordic/Denmark*
Marc Symon Marcellano *IDG Germany*
Terry Frazier *IDC*

1

Lukas Chlebek *IDC CEMA*
Miroslav Musil *IDC CEMA*
Zuzana Rodigova *IDC CEMA*
Mahfoud Benrahouan *IDG Netherlands*
Anna Glowacka *IDG Poland*
Lucy Competiello *IT World Canada*
David Nguyen *IDG Germany*
Max Pepper *IDC*

IDG Corporate Marketing needs you

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening around the company by sharing and retweeting.

continued from page 3

One on One

A In 2015 two interesting revenue trends occurred, and I predicted that they would never change back. First is that demand gen revenue surpassed digital display revenue. Second is that brand-agnostic revenue (demand gen, programmatic and marketing services) surpassed brand-specific revenue (digital display, print, events). Two years later it seems that this prediction is holding true. This is primarily happening because our advertisers want to buy audiences rather than brands. Moving forward, it is upon us to think through how this trend impacts our product development and structure.

Q What do you see as the most significant trends affecting the IT media landscape today and in the months to come?

A I recently wrote a guest column in MediaPost that shared my 2017 top five predictions for the media industry. Take a look and let me know if you agree or not.

5. Google and/or Facebook acquire a major media studio/company
Let's just state the facts: Google and Facebook now get 85 cents of every new online advertising dollar, creating a duopoly that's altering the landscape of nearly every industry the two companies touch. Increasingly, the line between platform and publisher is blurring, and the landscape is littered with media companies that tried to build on the backs of the platforms. The natural progression for these behemoths is to move beyond collecting advertising revenue and acquire the content via a media studio/company that will further fuel their growth. They have the cash, the scale and the cachet to easily make this happen.

4. M&A will accelerate as marketing tech and ad tech converges
We've been anticipating the consolidation in the marketing tech and ad tech ecosystems for some time now, and 2017 is the year we'll see this trend accelerate. There are too many players who cannot make it on their own, too many fragmented solutions and, for the sake of transparency and simplification, a desire among clients to work with fewer partners.

3. Horizontal and vertical publishers thrive while the middle ground dies
General-interest publishers are starving for air due to the vacuum created by the Facebook and Google duopoly. Unless you are one of the biggest names in the industry (ex. Verizon/AOL/Yahoo or AT&T/Time Warner), highly specialized verticals and niche publishers with a laser-like focus on their audiences have the best chance of survival (ex. Vox, IDG). Going forward, survival is dependent on being hyper-horizontal or hyper-vertical. The middle ground will ultimately die out.

> "Major media companies are recognizing that you need to act as one if you are to be No. 1. Thus, breaking down silos and fostering a work environment that enables speed, agility, collaboration and innovation is essential to media's future success."

2. The new structural reality for media
Major media companies are recognizing that you need to act as one if you are to be No. 1. Thus, breaking down silos and fostering a work environment that enables speed, agility, collaboration and innovation is essential to media's future success. Companies like Bloomberg, Conde Nast, Hearst, Meredith and Time are all implementing similar strategies of centralizing back-office operations, standardizing technology platforms and resetting their commercial engine to sell audiences rather than brands. 2017 will show how this business model addresses our current market reality and if this structure works best for readers, advertisers and employees.

1. Transparency or doom
It's no secret that trust in the media is at the lowest it's ever been. The 2016 U.S. election highlighted many trends that the industry has long been side-stepping — chiefly the rise of fake news and misinformation. This epidemic compromises all publishers and will continue to do so. Add to that a clear lack of transparency between the advertiser, agency and the media ad-buying ecosystem, and the years of trust will dissolve instantaneously. If the media industry is going to emerge from these tumultuous times with integrity, transparency must be the first challenge we address.

> "We've been anticipating the consolidation in the marketing tech and ad tech ecosystems for some time now, and 2017 is the year we'll see this trend accelerate."

Q Any bright spots of innovation around the company?

A IDG Germany is doing great work on the event front. They just hosted a custom Dell event that had over 700 attendees and had Michael Dell on stage. They have also launched a new event around the theme of Blockchain. which is a terrific example of our "Let's Try It" culture. It is also exciting to see our monthly programmatic revenue now surpassing seven figures with private marketplace deals really accelerating in Germany, Sweden, the U.K. and the U.S. Also, U.S. Media continues to make enhancements to our sites where viewability and load-time metrics continue to improve, thus enhancing the user experience for our readers and advertisers. These are all great examples of innovation that's happening across IDG, which, in turn, is elevating our value proposition to our customers and readers.

Q Are there any other thoughts you'd like to share with employees as we begin 2017?

A First, I wish all of IDG's employees and your families a very happy, healthy and safe 2017. On the business front, IDG will continue to focus on being the No. 1 tech media company, helping our global audience make the smartest technology purchasing decisions. Our ability to deliver insights, intent and engagement via our media, data and marketing services solutions will only elevate our relevance with both the advertiser and reader. 2017 will be an exciting year on many fronts, and I can promise you that it won't be business as usual but rather better than usual. ■

IDG World Update

EMPLOYEE NEWS AND INFORMATION

23 JANUARY 2017 | VOLUME 47, NUMBER 4 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 6* | PHOTO GALLERY - *page 7*

China Oceanwide, IDG Capital agree to purchase IDG

Hugo Shong (right), a longtime employee of IDG who heads up IDG Capital, and China Oceanwide's Brett Liu (center), director and vice president, and Owen Wang, vice president, international business development.

A new chapter in IDG's 53-year history unfolded last Thursday with the announcement that China Oceanwide Holdings Group Co., Ltd. and IDG Capital have entered into an agreement to acquire International Data Group and its subsidiaries IDC, IDG Communications and IDG Ventures.

China Oceanwide is a privately held, multi-billion dollar international conglomerate headquartered in Beijing founded by Chairman Zhiqiang Lu in 1985. The company includes operations in the financial services, real estate assets, media, technology, and strategic investment markets. It has more than 12,000 employees globally.

IDG Capital, also based in Beijing, is an independently operated investment management partnership, with IDG as one of many limited partners. It was formed in 1993 as China's first technology venture investment firm by former IDG Chairman **Pat McGovern** and IDG Capital Founding General Partner **Hugo Shong**. Shong is a 25-plus-year veteran of IDG, who has long served as president of IDG China, the company's Chinese media partner. IDG Capital was ranked China's top VC firm for 2016 by Zero2IPO Group.

The two buyers have received clearance from the Committee on Foreign Investment in the U.S. for the transaction, which is expected to close within the first quarter of 2017. When the transaction closes, China Oceanwide will become the controlling shareholder of IDG's

continued on page 2

Also inside

IDC's Ricardo Villate, Robert White earn Patrick J. McGovern Awards

Top-ranked stories: What IDG's readers are reading

One on one: IDG News Service Editor-in-chief Marc Ferranti talks about editorial collaboration

IDG Germany's Sales Day brought together staff from eight departments to focus on actionable steps.

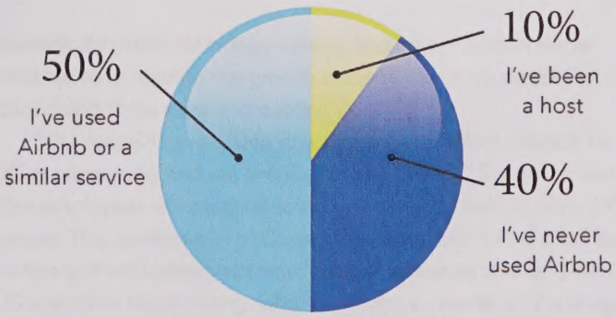
SEE MORE ON PAGE 4

Digital may rule the day, but an analog activity at an IDC event in Dubai proved quite popular.

SEE MORE ON PAGE 6

Question of the week results

What's been your experience with Airbnb?



Log on to www.idgcentral.com to vote on this week's question:

Do you still have a landline?

CLICK HERE

continued from page 1

IDG sale

operating businesses, including IDC and IDG Communications, while IDG Capital will become the controlling shareholder of the IDG venture business, which operates in the U.S., China, India, Korea and Vietnam.

IDG will continue to be headquartered in Boston, Mass., and managed by its current team. **Kirk Campbell** will remain president and CEO of IDC, and **Michael Friedenberg** will continue as CEO of IDG Communications. A new board of directors will be appointed after the close of the transaction.

"In an effort to carry on Pat McGovern's legacy, we have been focused on determining the optimal future balance between what's best for IDG's mission and Pat's mission for the McGovern Foundation," said IDG Chairman **Walter Boyd**. The newly created foundation will be funded from proceeds from the sale of IDG and will support neuroscience and IT for the benefit of humanity. In 2000, McGovern and his wife Lore Harp McGovern donated $350 million to MIT to set up the McGovern Institute for Brain Research, with the mission to understand the human brain in health and disease.

"IDG's culture is at the core of its success, and its strength has always been rooted in the talent and dedication of its people," Shong said. "Our focus going forward will be on investing in the company and its people for growth over the long term, as we carry the flag for Pat's legacy for many years to come."

"IDG is a natural extension for China Oceanwide's international portfolio expansion," Chairman Lu said. "IDG's strong global brand and profile make for an attractive strategic investment. We plan to support IDG's current management team as they implement their business plans, providing them with the automony, financial support and commercial resources that can support IDG's growth and expansion and further enhance its leading position in the market."

> "Pat made 130 trips to China over his career. I believe he would be delighted to know that China Oceanwide and IDG Capital are willing partners who will continue to invest in IDG's business and drive growth across all three of IDG's diverse and valuable assets."
>
> *Walter Boyd*

Campbell and Friedenberg announced the news of pending sale to their respective employees in a series of conference calls to accommodate regional global time zones and two town hall meetings in Framingham, Mass.

"This announcement is a 'win-win-win' for China Oceanwide, IDG Capital and IDG," Friedenberg said. "We have new owners that are able to pursue their respective goals in globalizing and diversifying their individual portfolios. IDG, in turn, now have new owners who understand and respect our autonomous culture, remain committed to editorial independence, and have the commercial resources to accelerate our growth strategy. I have no doubt that this is going to be a fun and exciting ride."

"The new IDG ownership structure is an excellent solution for IDC as a company and our employees and clients," Campbell said. "Our employees will continue to do what they do best to drive IDC's success. The combination of China Oceanwide and IDG Capital as the new owners brings both new financial resources and long-time IDG executive Hugo Shong, who is a strong supporter of the unique company culture established by Pat McGovern."

"Pat made 130 trips to China over his career," Boyd noted. "I believe he would be delighted to know that China Oceanwide and IDG Capital are willing partners who will continue to invest in IDG's business and drive growth across all three of IDG's diverse and valuable assets." ■

What IDG's readers are reading

IDG World Update introduces a continuing occasional series to show what visitors are drawn to on IDG's global B2B and B2C websites.

IDG Australia
Top content published in December 2016 (by pageviews)

B2C
1. Which flagship TV is best? Sony 4K HDR Bravia 2016 vs. LG 4K HDR OLED 2016
2. The top 10 best tech gadgets and products of the year 2016. And the worst.
3. Fetch TV Mighty review: Better than Foxtel

B2B
1. The stadium-scale humiliation of David Thodey
2. Top 50 defining moments of the Australian channel in 2016
3. Why 2016 was a year to forget for these 10 vendors

IDG Czech Republic
Top content published in December 2016 (by visits)

B2B
1. Microsoft defeated; the winner is the open source
2. Smart watches unpopular, fighting for survival
3. Bluetooth 5: Faster and covers the entire house

B2C
1. Samsung Galaxy S8 reportedly will offer up to 256 GB of disk space
2. Intel created its own automotive division
3. Create nested labels in Gmail

IDG Spain
Top content published in December (by visits)

1. The best 25 smartphones from 2016 and coming in 2017
2. The best laptops in 2016: PC hybrids, convertibles and 2-in-1 ultrabooks
3. Coca-Cola President's short and excellent farewell speech

OneonOne

Marc Ferranti

IDG News Service

The editor-in-chief of the IDG News Service is this week's columnist. Reach him at marc_ferranti@idg.com.

> "We also try to help IDG be cost-effective, checking in with editors to avoid duplication of coverage. There is room, though, to coordinate efforts to do multiple stories on breaking news, taking different angles and posting stories at staggered intervals."

Q What's the IDG News Service's (IDGNS) mission and global scope?

A Our mission is to generate stories, video and images and coordinate global news coverage, helping business units distinguish themselves from the competition and reach target audiences. Our content lets brand editors and staff finetune their own expertise and focus on specific demographics and supports business units' B2B marketing and data services. Via idgns.com and the newswire feed, we also offer a global content-sharing platform, with easy, searchable access to IDGNS and publication content. We have bureaus in New York; Washington, D.C.; San Francisco; Bangalore; Paris; and Iasi, Romania.

Q What topics do you focus on?

A Our core topic areas are Security, Cloud, Big Data and IoT. These are "big bucket" categories, and there's room in each area for multiple subtopics. IoT, for example, may be a bit controversial because some pundits think it's been overhyped, but I see it as a thread running through a variety of topics including connected home and industrial devices, cars, wearables and even robotics. It also overlaps with security, which IDG editors can't seem to get enough of. Security coverage includes news about data breaches and best practices to avoid them and product-security news. Cloud includes stories about digital transformation as well as news from the big cloud providers like AWS and Microsoft. Big data can include not only analytics but machine learning. We do have a reporter devoted to hardware, **Agam Shah**, and, where appropriate, he takes angles on hardware that fit into our core topic areas. And, of course, we also have to keep our eye out for emerging topics like virtual reality, 3D printing and drones, which are capturing consumer attention and finding commercial uses.

Q How do you determine what your customers need?

A First off, we simply ask IDG editors and business unit heads around the world. Here in the U.S., that's pretty easy, since most of our IDGNS staff is based here, and all IDG U.S. editorial is on Slack, constantly chatting about what stories we're working on and what the sites need at any given moment. But I also take time out to have conversations with editors globally, where we take a step back and take stock of industry changes and how IDG needs to respond. I get help with this from our staff outside the U.S., such as Paris Bureau Chief **Peter Sayer**. Editorial needs vary greatly around the world. Some affiliates still do print, for example, and they need bigger images than websites. We have to balance news-oriented stories with in-depth analysis. Editors say they rely on IDGNS to cover the big breaking tech-related news of the day but also want long-tail evergreen analysis and trend pieces. Otherwise, we use analytics to check how our stories and videos do on U.S. sites and use the results to recalibrate our day-to-day priorities (at the moment we have no access to non-U.S. analytics).

Q What are a few examples of how you collaborate with the business units and/or license partners?

A I send out a weekly note to editors, listing upcoming news stories, features, briefings and events and invite editors to give me feedback and suggestions: if you're reading this column and want to be on the CC: list let me know. We also try to help IDG be cost-effective, checking in with editors to avoid duplication of coverage. There is room, though, to coordinate efforts to do multiple stories on breaking news, taking different angles and posting stories at staggered intervals — this works well with very big stories, generating more page views than a single story would. Otherwise, we reach out to publications to coordinate coverage of big events.

Q What is IDGNS' video strategy?

A We have one fulltime video reporter, as well as a multimedia director, **Martyn Williams**, who also works on video. We complement IDG.tv Studio's team and integrate with them as needed around big industry tentpole coverage, such as CES and Mobile World Congress. We focus primarily on shorter, news-oriented pieces and quick-turnaround video from press conferences and other events. We keep the needs of international publishing partners in mind, which is a big reason we have been doing MOSO (mobile/social) videos, which are meant primarily to be viewed on Facebook, other social networks and on phones. IDG partners that do not have video capability on their sites or have limited resources to post video can post these MOSOs

continued on page 6

IDG Germany Sales Day focuses on actionable steps

IDG Germany held its seventh annual IDG Sales Day in November, bringing together more than 30 staff from its sales, research, Connect, Strategic Marketing Services, AdOps and editorial teams to focus on areas of improvement for the current fiscal year.

"Rather than talking about a meta topic such as innovation, team building or creativity as in years past, this time we decided to work on five hands-on areas in order to come up with actionable plans that could be implemented quickly. We tried to create an initial buzz, which we can take directly to our day-to-day business and see immediate effects," explained **Sebastian Woerle**, SVP Sales and Marketing, IDG Germany.

The group split into five teams and brainstormed five crucial areas:

- **Speed or Pitch-readiness**: How can we manage to turn around an RFP of the highest quality in the shortest amount of time? "The quality of our services is increasingly the focus of clients — the easier and faster you can work with somebody, the more business you do with him," Woerle said.
- **360-Degree Client View** — knowledge management: How can we maintain a consistent flow of information between event sales, media sales, research sales and editorial in order to know everything we can about our clients?
- **Innovation** — expand and grow: How can we accelerate technology media and programmatic, content services, etc.?
- **Gaining a Wow Effect**: How can we deliver more than our clients expect? How can we generate those experiences that will impress our clients, what does internal quality approval look like and so on? "Going the extra mile — giving clients more than they expected — does impress clients. We wanted to discuss how we can implement this approach in our day-to-day business," Woerle said.
- **Strengthening B2C Sales**: What does the B2C road map look like, where are client wins possible and what is the hook to the market?

Each topical area was moderated by two colleagues, who served as the overall ambassadors for the topic. Each group worked on a topic for about an hour, with 10 minutes devoted to initial thoughts and a summary of previous groups' work by the moderators, 40 minutes working on the topic and 10 minutes recording the results. Then each group moved on to the next topic. By having the moderators provide a short summary of the previous group's work each successive group was able to build on their progress. "Using this method, we ensured that everybody worked on every topic but that the discussions and solutions 'matured' as the day went on. We moved from more generic beginning discussions through to action points by the fifth round," Woerle said.

Karsten Linde *(blue shirt), director, Program Strategy & Marketing, and* ***Karsten Schmidt****, director, Sales, lead a group discussion about creating the Wow Effect — giving clients more than they expect.*

At the end of the day, the entire group walked from station to station and got a short summary of what was achieved over the day.

To spur some creative, out-of-the-box thinking, the meeting was held at an indoor beach facility, complete with sand floors, and the dress code was shorts, t-shirts and flip-flops, Woerle said. At the end of the afternoon, everyone participated in a beach Olympics followed by a barbecue.

> "Rather than talking about a meta topic such as innovation, team building or creativity as in years past, this time we decided to work on five hands-on areas in order to come up with actionable plans that could be implemented quickly."
>
> *Sebastian Woerle*

Back at the office, the moderators were responsible for organizing a first step toward one action point that had been generated at the offsite.

"We had really good feedback from all attendees," Woerle said, "and we will definitely build on these action plans and move forward with them."

For more information, contact Sebastian Woerle. ■

For more photos of IDG Germany's Sales Day, see page 7.

IDC's Ricardo Villate, Robert White receive McGovern Awards for outstanding performance

The winners of the Patrick J. McGovern Awards for outstanding performance at IDC in FY16 are Group VP/Latin America **Ricardo Villate** and Chief Operating Officer of Western Europe and VP/Finance, EMEA **Robert White**. Winners of these annual honors, which recognize outstanding leadership and innovation, are selected by members of the IDG Management Team and presented their awards by IDG President and CFO **Ted Bloom**. The two IDG Communications winners of the Patrick J. McGovern Awards, IDG Spain Country Manager **Manuel Pastor** and IDG U.K. Publishing Director **Simon Jary**, were announced last week.

Originally an analyst with IDC Colombia, Group VP/Latin America ***Ricardo Villate*** *has been with IDC Latin America since 2000.*

Villate, who joined IDC Latin America in 2000 as a regional senior analyst for the enterprise IT industry, received the Patrick J. McGovern Award for International Manager of the Year. In announcing the award, Bloom noted that Villate has steadily taken on greater regional management responsibilities at IDC Latin America. Most recently, "under your able leadership, IDC Latin America achieved a healthy bookings growth in FY16 of 5% over the prior year and achieved on-plan and record profits that increased by almost $1 million from the prior year. You've worked tirelessly to build and improve business by traveling regularly throughout the region, meeting with customers and prospects, making presentations on technology trends and working closely with the local staff to help them achieve their business targets. You continue to be an excellent manager who is focused on improving the IDC organization and increasing the quality of IDC's Latin American research."

Villate's ties to IDC run deep. His father, Carlos, owns the company that is IDC's representative in Colombia, where he worked as an analyst from 1993 to 1996 and his uncle, Ciro Villate, owns Computerworld Colombia.

"I am very grateful for this recognition," Villate said. "Nothing in life is really accomplished alone, so this is a recognition of a team of people that has worked hard and worked smart. I am blessed to work with a group of people from a rich diversity of cultures that shares a common set of values — key among them the care for the individual and the disposition to collaborate to meet our goals. We always joke that a condition for hiring in IDC is 'to be nice people.' Being Latin American, we also share an inclination for enjoyment. So I have to say that on top of the support and collaboration, I thank all of my IDC colleagues for the opportunity to make our jobs a cradle of good times."

COO/Western Europe and VP/Finance EMEA ***Robert White*** *joined IDC in 1992.*

White, who received the Patrick J. McGovern Award for Management Excellence, joined IDC in March 1992 as IDC U.K. financial controller and has since held several different positions with the company, moving into his current role in 2012. He leads IDC's eight Western Europe country business units in the U.K., Germany, France, Italy, the Nordic and Benelux regions, Spain and Portugal.

Bloom noted that White, in partnership with SVP/EMEA Region and Managing Director, CEMA Region **Steven Frantzen**, has led IDC Western Europe to outstanding revenue and profit results for the past three years. "IDC Western Europe has also achieved the fastest bookings growth of any major IDC region, exceeded its large profit budget, and earned a healthy profit margin," he added. In presenting the awards, Bloom noted, "Robert, you have exhibited all of the traits of IDG managerial excellence, which includes being fair and objective in managing employees. You have strived for the best possible results and developed action plans to implement improvements to the organization. Under your leadership, IDC Western Europe has done a great job meeting customers' needs and achieving business results that were not thought possible a few years ago."

"It is a great honor to win this award and, above everything, this award recognizes the outstanding professionalism and dedication of all the employees across the EMEA organization over the years," White said. "To have witnessed and played some part in the transformation of the organization over recent years fills me with immense pride. It has been an honor and a pleasure to have served the company in a number of roles over many years and to have worked alongside so many great and inspiring colleagues, who have worked with such a terrific spirit of teamwork and collaboration."

Contact Ricardo Villate and Robert White. ■

noteworthypeople

New employees

Tuffy

Previously a senior tax associate at Andersen Tax LLC, **Jacquelyn Tuffy** joins **IDG Corporate Services Group** as senior tax accountant. She holds a B.S. in business administration from Stonehill College in Easton, Mass., and is currently studying for a CPA license. In her free time she enjoys reading, camping and spending time with her family and friends. jacquelyn_tuffy@idg.com

Returning employees

Bremner

After six years at IBM where he led the Canadian market intelligence team, Research Vice President, Industry and Business Solutions **Jason Bremner** returns to **IDC Canada**. His team researches the application software and business services markets in Canada, with specific focus on how different industries are investing in cloud, analytics, mobility and social technologies to accelerate digital transformation. He holds an MBA from Queen's University in Kingston, Ontario, and enjoys sports and time spent with his family. jbremner@idc.com

Please send information for the Noteworthy column to world_update@idg.com.

---

continued from page 3

One on one

on Facebook, where they get hundreds of thousands of hits for some of our subsidiaries. They have no voice-over, just titles, which are superimposed in an overlay that can be easily replaced with titles in other languages. We are also trying to embed just about every video we do in a text story, so editors have an option to run them in news or feature sections of their sites or as stand-alone videos.

Q Are there a few successes from 2016 that you're particularly proud of?

A Even though at this moment we have about half the staff that we had before I became editor-in-chief last year, we actually increased page views of IDGNS stories on Computerworld U.S. in FY16 by 9%. In addition, some of our MOSO videos got hundreds of thousands of hits on Facebook.

Q Have you taken on any new initiatives recently, or do you plan to do so in 2017?

A We're working with IDG U.S. to clarify legal issues regarding image use worldwide and ensure that proper copyright information is attached to images available via the idgns.com portal as well as in the newswire feed. We're also looking to expand security-product coverage and step up efforts to assist in IDG commercial content initiatives worldwide. We have also started to schedule a steady stream of evergreen stories focused on our core topic areas. ■

---

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
Renee Pierce *IDG Corporate Services Group*

33
Mark Winther *IDC*

30
Claudette Sears *IDG Research*

24
Shane Rau *IDC*
Laura Nurzynski *IDC*

23
Cathy Garland *IDG Corporate Services Group*

22
Paul Krill *U.S. Media*

17
Hannah Richardson *IDG Australia*
Shirley Chua *IDC Singapore*
Margaret Dings *IDC*

13
Mark Child *IDC CEMA*

11
Thomas Zhou *IDC China*
Terry Hou *IDC China*
Matthew Davis *IDC*

7
Jocelyn Galan *IDC Mexico*

6
Richard Zhao *IDC China*

4
Sang-Hyuk Doh *IDC Korea*
Jennifer Vaillancourt *IDC*
Suvid Tubtimcharoon *IDG Strategic Marketing Services*

3
Brandon Chen *IDC Singapore*

2
Florian Maier *IDG Germany*
James Hutchins *IDC U.K.*
Axel Caballero *IDC Mexico*
Michael Yu *IDC China*
Jordan Neurminger *IDG Training & Development*

1
Jessica Ross *IDG Australia*
Maria Stefina *IDG Australia*
Jawad Bajwa *IDG Australia*
Hugo Guevara *IDC Mexico*
Busra Demirci *IDC Turkey*
Mariflor Lopez *IDC Saudi Arabia*
Jamie Horrell *IDC Australia*
Edward Long *IDC*
Deepak Mohan *IDC*
Kevin Monroe *IDC*

Print still has some staying power

One of the ways IDC Middle East, Africa and Turkey has introduced some fun elements to its events is by hiring a calligraphy artist for the UAE Banking & Finance Congress in November. Upon request, the artist wrote out the name of each delegate in English and Arabic on a specially decorated sheet of high-quality paper that had "With Best Compliments from IDC" and the IDC logo on it. The staff has also hired a caricaturist for some events.

More from IDG Germany's Sales Day

Stefan Hügel, *senior vice president, SMS, talks about the group's conclusions at the end of the day.*

Members of the beach Olympics winning team include: **Tobias Schwärzler**, *senior sales manager, technology media (back);* **Ina Reiter**, *business development manager;* **Ellinor Selbeck**, *key account manager;* **Aysen Demir**, *key account manager (hidden);* **Caroline Hagl**, *junior community manager, executive education.*

At the end of the day, staff sat down together to enjoy a beach barbecue.

From left: **Selda Yener**, *sales trainee;* **Pia Küsters**, *campaign manager;* **Sebastian Woerle**, *SVP Sales; and* **Karsten Schmidt**, *director, sales take part in one of the competitions.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Ronita Bhattacharjee *IDC Middle East, Africa & Turkey*
Marc Ferranti *IDG News Service*
Ales Langer *IDG Czech Republic*
Miguel Palomero *IDG Spain*
Ricardo Villate *IDC Latin America*
Robert White *IDC Western Europe*
Sebastian Woerle *IDG Germany*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

16 JANUARY 2017 | VOLUME 47, NUMBER 3 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*

IDG's Pastor, Jary earn McGovern Awards for FY16 performance

IDG Spain Country Manager Manuel Pastor and IDG U.K. Publishing Director Simon Jary were named the IDG recipients of the annual awards that recognize outstanding leadership and innovation.

SEE MORE ON PAGE 6

Also inside

One on one: Tom Barrieau, director of IDC's sales enablement practice

Employees share ways to accelerate growth at Third-Party Revenue SDC meeting

Unsung Hero: CSOonline Art Director Steve Traynor is this week's nominee.

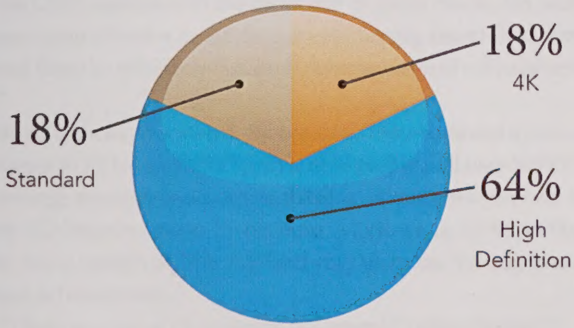
SEE MORE ON PAGE 7

Photo of the Day: Get a glimpse of what's happening around the IDG world; send in your photos.

SEE MORE ON IDG CENTRAL

Question of the week results

What is the resolution of the TV you watch most often?



Log on to www.idgcentral.com to vote on this week's question:

What's been your experience with AirBnb?

CLICK HERE

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

Facebook Really, Really Wants to Work with Journalists (PCWorld)

Publishers Confront Email Newsletter Design Challenges (Digiday)

Worldwide Spending on Robotics Will Reach $188 Billion in 2020 (IDC)

Tech Spending Growth Revised to 3.2% in 2017 (MediaPost)

How Publishers Squeeze New Traffic Out of Their Old Content (Digiday)

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

Pastor, Jary earn Patrick J. McGovern Awards for FY16 performance

The winners of the Patrick J. McGovern Awards for outstanding performance at IDG Communications in FY16 are IDG Spain Country Manager **Manuel Pastor** and IDG U.K. Publishing Director **Simon Jary**. Winners of these annual honors, which recognize outstanding leadership and innovation, are selected by members of the IDG Management Team and presented their awards by IDG President and CFO **Ted Bloom**. The two IDC winners of the Patrick J. McGovern Awards will be announced next week.

FY16 was a standout year for the team at IDG Spain under the leadership of Manuel Pastor, who began his IDG career 20 years ago as an intern at IDG Spain and this month received the Patrick J. McGovern Award for Management Excellence. In FY16, IDG Spain surpassed its revenue budget by 14% and profit target by 65%; recording a 44% year-over-year improvement in digital revenues and an 11% YOY improvement in its events business.

***Manuel Pastor** joined IDG Spain in 1996 and was named country manager in 2007.*

Among the business unit's noteworthy launches in FY16:

- The B2C IDG Millennials brand in November 2015, featuring a website, YouTube channel, Facebook and Twitter feeds.
- A digital CSO offering, which achieved break-even almost from its launch.
- A local branch of the CIO Executive Council.

"Manuel also continued to develop a robust webcast business, which generates impressive revenue and strong audience interaction," Bloom noted, adding, "Manuel was also quick to innovate in this area by taking a leadership position around cybersecurity and the CISO agenda with the smart use of social media. He and his team were effective in building on-site filming capabilities that allowed them to efficiently film both commercial and editorial content."

In announcing the award, Bloom said, "You achieved a year of excellence in FY16, and IDG Spain is now on the pathway to FY17 with energy, strength and positive thinking. Already this year we see further YOY improvements in revenues, which are up 57%; profits up 316%; and a margin of 14%. You and your team can be truly proud of these achievements."

"I feel very proud of receiving this award," noted Pastor. "I share all the credit for this recognition with every IDG Spain employee for doing outstanding work."

Jary, also a 20-year veteran of IDG, earned the Patrick J. McGovern Award for Entrepreneur of the Year. The award honors Jary's success in growing IDG U.K.'s third-party partnerships and the resulting growth in traffic and revenue as well as his championing of this approach with other B2C leaders in the U.S. and Europe as a leader of the company's Commercial Content and Third-Party Revenues Strategic Development Center (see p. 4).

Noted Bloom, "When you became publishing director of the C&SMB group in the 2006, you turned your attention to the commercial aspects of the business. You have been dedicated to constantly building new third-party revenue streams and optimizing the partnerships behind them."

With traffic on IDG U.K.'s B2C sites growing, on average, more than 100% in each of the last four years, it today stands at around 65 million page views per month — by far the largest tech audience in the U.K., Bloom noted. "Your efforts in establishing and developing a strong monetizing structure have translated into exceptional growth in revenue levels. This last year, third-party revenues have increased by 92% (affiliate revenues by 600%), plus programmatic RTB revenues have grown by 25% and PMP revenues by 230%," Bloom noted.

***Simon Jary** began his IDG career on the Macworld editorial production team and was named publishing director in 2006.*

"You typify the entrepreneurial spirit we value so highly at IDG," Bloom said. "You identified clear opportunities when many just struggled with declining print or online display revenues. You focused on building a new business model and, having done that, ruthlessly exploited it to drive exceptional bottom-line results. The results you achieved in FY16 are amazing and a true reflection of your outstanding leadership and professionalism."

"Winning this award a great honor," noted Jary. "As an IDG veteran I understand the prestige this recognition bestows, and I am humbled by it. Three years ago I recognized that we needed to rip up the old publishing rulebook and start afresh with a new commercial strategy built around accelerated audience growth and new digital partnerships. Worldwide third-party revenues (excluding programmatic) are now over $7.5 million a year and growing.

"Aside from building this side of the business my greatest enjoyment at work comes from sharing this strategy with my IDG colleagues around the world and, of course, then discovering new opportunities back from these brilliant IDG people. The Third-Party Commercial SDC is a group I am immensely proud to be a part of. We meet several time a year and see the effects of such cooperation in the revenue numbers growing each month. I dedicate this award to my fellow SDC members and also to all the fantastic staff at IDG U.K. with whom I work and who make the basis of this revenue growth a reality." ■

OneonOne

Tom Barrieau

IDC

The director of IDC's sales enablement practice is this week's columnist. Reach him at tbarrieau@idc.com.

> "Today's sellers must earn the right to sell by first demonstrating an understanding of the challenges that buyers are facing, how those challenges are shaped by their business role and industry and what business outcomes they are seeking from a particular solution. Doing this builds the trust necessary to steer the conversation toward how the vendor can help."

Q What is sales enablement?

A A good question and one that often starts conversations. IDC's definition of sales enablement is as follows:

Sales enablement is putting the right information into the hands of the right sales professional at the right time in the right place and in the right format to move an opportunity forward.

That's pretty dense so I'll unpack it. The focus on "information" underscores the knowledge-intensive nature of selling. The repeated use of the word "right" refers to the need to deliver information to salespeople carefully. The last thing you want is the revenue-generating arm of your company to deliver the wrong message to a customer or waste time trying to find what they're looking for. Done right, sales enablement helps improve the relevance of sales conversations and increase sales rep efficiency by providing them with just the information they need, when they need it and in a format they can use for a particular selling situation.

How and where companies source this information and efficiently deliver it to salespeople is the primary focus of sales enablement professionals. Information about the products and services being sold, the "what" of selling, typically comes from marketing. Training on sales methodology, the "how" of selling, typically comes from sales or sales training. IDC's big play in this market is that we can provide information on the "who" and "why" of selling: to whom today's sellers must speak and why those buyers care about a particular technology or service. This last category of information is becoming increasingly important and has often been underserved — creating a great opportunity for IDC.

Q The theme of your presentations at the Directions conference last year was "Enabling Sellers in a Buyer-Driven Landscape." Can you provide a few highlights from that?

A One of the advantages IDC salespeople have when talking to IT vendors is that we do a ton of IT buyer research. As such, we can help clients understand who they're selling to, how buying teams operate and what kind of conversations today's buyers want when they engage with IT vendor salespeople. At Directions, we discussed some of the shifts we're seeing in the IT buyer landscape and how these shifts can inform vendor sales enablement strategy.

The first shift we discussed was how much today's IT buyers are self-educating. Thanks to the wealth of information available on the web, they can learn an awful lot about their options in the marketplace without ever talking to a salesperson. As such, they often delay their engagement with vendors and are a lot smarter and farther along their purchase journey when salespeople first make contact with them.

The other big shift we're seeing is who does the buying. Technology is no longer the sole domain of IT professionals; it's gone mainstream, and almost everybody is exploring their options for how tech can improve efficiency and automate business processes. This has led to the rise of the line-of-business buyer, who now sits on 80% of today's buying teams and controls 60% of the IT budget. Most importantly, these buyers are seeking a different kind of conversation with vendors. Unlike IT professionals, who are primarily interested in technology architectures and platform capabilities, LOB buyers are focused on the specific business outcomes that can be affected by adopting various technologies.

These shifts mean that vendor sales organizations (and IDG/IDC sales reps) really need to up their sales enablement game. To have the kind of conversations today's buyers want, sellers need to learn as much as possible about their audience before walking into a customer meeting. Buyers are no longer content with a product pitch; they can easily and more efficiently get that information online. Instead, today's sellers must earn the right to sell by first demonstrating an understanding of the challenges that buyers are facing, how those challenges are shaped by their business role and industry and what business outcomes they are seeking from a particular solution. Doing this builds the trust necessary to steer the conversation toward how the vendor can help. I often tell clients that if their salespeople can engage a prospect in conversation for 15 minutes without ever referencing their own product, they're on the right path.

Q What kinds of related products and services does IDC offer to clients?

A Before getting into this, there's a critical thing to understand about sales enablement: this is *not* a siloed solution area. It's a strategic means by which organizations seek to interconnect the messaging contained in go-to-market initiatives

continued on page 6

Employees share ways to accelerate revenue growth via affiliate and network partnerships

The Third-Party Revenue Strategic Development Council (SDC) ended 2016 with a productive meeting in Munich, Germany, with attendees from IDG Germany, the U.S., U.K. and Sweden looking back at strategies, performance and successes of third-party initiatives over the year — and sharing ways to accelerate revenue growth. Third-party revenue is defined as new-model revenues from non-direct sales sources such as affiliate and digital network partnerships. Each country's representatives gave a summary of their business unit's revenue and innovations, as well as opportunities and challenges now being faced.

In FY16 third-party revenues (excluding programmatic) across IDG's owned and operated brands in the countries most involved so far in this endeavor — U.S, U.K., Germany and Sweden — was $7.5 million, a 75% increase on FY15, according to IDG U.K. Publishing Director **Simon Jary**, who coordinates the SDC.

One of the most interesting discussions at the Munich meeting, he said, was around the how the U.S. business has leapt on the benefits of "push" rather than "pull" affiliate deals via its TechConnect business.

"TechConnect is a new site that auto-publishes the best consumer content from our U.S. Media sites but also produces original content focused on highlighting deals from Amazon and other online retailers," said **Gregg Pinsky**, general manager of U.S. Media's Digital Media Group, who writes that original content along with VP/Digital Media and Business Development **Bill Rigby**. "This content gets shared back to other U.S. Media sites. Deals are woven into the editorial newsletters of those sites — a deal that is on TechConnect might also appear in the editorial newsletter of PC World, for example — and TechConnect has its own email database and newsletter that highlights the best deals of the week to its subscribers. This newsletter strategy has been key to TechConnect's rapid commerce revenue and page view growth," he explained.

TechConnect.com delivered over 950,000 page views in December along with $16.5K in Amazon revenue. TechConnect can also be used as a "sandbox" for commercial partnerships that may later spread to the main brands, Pinsky added. A sandbox is an area or site where content or something else can be tested to iron out any problems before it using on another site, such as Macworld or PCWorld.

Employees from four countries met at the IDG office in Munich for the meeting. From left: ***Ole Evers****, director, Business Development, IDG Germany;* ***Christian Löbering****, editor-in-chief, PC-WELT & Macwelt, IDG Germany;* ***Bill Rigby****, VP/Digital Media & Business Development, U.S. Media;* ***Simon Jary****, publishing director, IDG U.K.;* ***Jesper Landén****, publishing director, IDG Sweden;* ***Lina Vikman****, head of Ad Solutions, IDG Sweden;* ***Gregg Pinsky****, SVP/GM, Digital Media Group, U.S. Media; and* ***David Nguyen****, yield and performance manager, IDG Germany.*

Also discussed was how to make money from content on platforms such as Facebook Instant Articles and Google AMP [Accelerated Mobile Pages], as well as mobile formats, conversion optimization and direct affiliate partnerships. Revenues via Facebook and AMP are small but growing. VP/Portal Management & Analytics **Markus Pilzweger** said that IDG Germany has full DFP-integration, AdX [DoubleClick Ad Exchange] and Teads [for video advertising] plus affiliate links from Amazon and other price-comparison partners working on AMP pages. "Via Google AdX alone we make around €2,000 (US$2,431) per month from AMP pages, and this should keep growing." Pilzweger said.

Everyone at the meeting viewed games content for affiliate revenue as a high-opportunity area worth pursuing. "Since IDG's media side withdrew from the gaming market a couple of years ago, this sector has been neglected, and there are plenty of traffic and monetization opportunities, particularly on the affiliate front," Jary said. "While we can't yet compete head to head with

continued on page 5

noteworthypeople

Promotions

Hoyt

IDC Group Vice President, Enterprise Accounts **Ken Hoyt** has been promoted to GVP and general manager, Enterprise Account Sales. "Ken took on management of the Enterprise Sales Group, consisting now of 8 of IDC's top 10 largest worldwide clients in June 2014, " said IDG Chief Sales Officer **Brad Thorpe.** "Since that time, after several years of declining bookings, Ken's leadership has helped to stabilize this business at $81.6M in worldwide bookings for FY16. Ken manages a team of 13 dedicated and seasoned sales professionals. He is a dedicated sales leader with proven management skills and is adept at negotiating/managing high-value complex and volatile contracts. Ken started his career at IDC as the VAR channel analyst in 1986, then moving on to be the VAR database product manager, ultimately into sales where he has been a member of the IDC sales team for the past 27 years. As the IBM Global Account Manager for many years, Ken developed and implemented successfully many key elements of IDC's outstanding global selling process in use today, including the hallmark '3 C's of Global Selling: Communication, Consistency and Collaboration.' He is a valued member of the IDC management team with 30 years of continuous service to the company." khoyt@idc.com

New employees

Jyoti

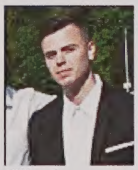
New at **IDC Framingham** is Research Director, Storage **Ritu Jyoti**; she was previously chief product officer at Kaminario where she led product management and marketing. She holds a B.S. in electronics and communication from India's Ranchi University and studied corporate strategy and strategic marketing at MIT's Sloan School of Management. An active participant in the International Women's Leadership Forum, she also supports foundations focused on cancer and autism research, enjoys traveling and cooking different cuisines. rjyoti@idc.com

van Beek

Vincent van Beek joins **IDG Netherlands** as business development manager, coming from AdfoGroep where he was senior account manager. He holds a bachelor's degree in management, economics and law from Amsterdam's HES School of Economics and Business and has studied sales management at the Beeckestijn Business School. He spends his free time with his wife and three daughters and running; he ran his first half marathon last year. vvanbeek@idg.nl

Niers

Also new at **IDG Netherlands** is Client Service Manager **Sander Niers**. Previously an account/business development manager with Chartboost, he studied history at the Netherlands' Windesheim University of Applied Sciences. Away from the office he enjoys playing the guitar, going to the gym and studying HTML/CSS and Java. sniers@idg.nl


Yüksel

PETER SHORT

IDG Netherlands' third new employee is Web Developer **Bilal Yüksel**. A former freelancer and intern, he developed and published his own CMS system. He earned a degree in secondary vocational education from Regio College in Zaandam, Netherlands. In his free time he enjoys programming, playing basketball and working out. byuksel@idg.nl

continued from page 4

Revenue growth

the major games sites, we can publish news and release-date information for the most popular games about to be launched with affiliate links for pre-orders."

The games potential isn't only in console and PC games, he noted. "Last year IDG U.K.'s PC Advisor and IDG Germany's PC Welt garnered significant traffic on the Pokémon GO craze with useful how-to content (see World Update Aug. 8, 2016). While the affiliate side in that case is hard to find, from a pure traffic point of view it made for a terrific month."

Also discussed were VPNs and affiliates; AdSense, and the possible end of slideshows and newsletters.

"While slideshows often look like they're generating masses of page views, if they aren't properly monetized there isn't much point to them, except to make the reader click more often," said Jary. "We're looking at the best commercial format to render content, and right now we see greater opportunity in scrollable pages rather than multiple-click slideshows. That said, we're still trying to create an enhanced monetizable slideshow layout."

As usual at these SDC meetings there were guest appearances from established and potential revenue partners, this time with Facebook (social), Spoods (video) and Kargo (mobile).

In addition to last month's Munich meeting, 2016 saw face-to-face Third-Party SDC meetings in London (February) and Madrid (June), as well as smaller meetings alongside Dmexco in Cologne, Germany (September), and Digiday in Bologna, Italy, and Nice, France (March and October).

"Meeting up and going over numbers, plans and performance metrics is key to the success of third-party growth at IDG," said Jary. "The SDC works because we know and trust each other, and genuinely share and trial ideas freely. You won't get the same level of active contribution over the phone or on a video call," he explained.

Anyone from IDG subsidiaries or publishing licensees interested in attending the next full Third-Party SDC meeting should contact Simon Jary. Details on the dates and location have not yet been decided. ■

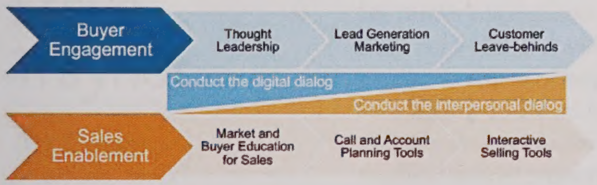
Get your IDG Central password

To change your password or if you forgot your password for IDG Central, IDG's intranet, click here. If you need to create a login for IDG Central, click here to request one.

continued from page 3

One on one

driven by marketing with the messages delivered by sales during customer conversations. (see graphic below).


Buyer Engagement
Thought Leadership
Lead Generation Marketing
Customer Leave-behinds
Conduct the digital dialog
Conduct the interpersonal dialog
Sales Enablement
Market and Buyer Education for Sales
Call and Account Planning Tools
Interactive Selling Tools

To capture today's buyers, sales enablement and buyer engagement strategies must be aligned. Buyer engagement activities conducted by marketing tee up a conversation that sales must be able to intelligently carry forward.

Any time a client is leveraging IDC market intelligence or industry insights as part of some marketing campaign (e.g., thought leadership, demand generation, etc.), they are using our product to help start a conversation with prospective buyers. This begs the question: Is sales ready to pick up that conversation? IDC sales enablement helps our client go that extra mile by making sure its salespeople have the understanding and information resources necessary to answer "Yes!"

Our client offerings are very much driven by the shifts we've been discussing. Our analysts create just the kind of market and buyer intelligence that vendor salespeople need to understand to whom they are selling and what kind of dialog those people are seeking. We deliver this through three primary sets of offerings:

- **Buyer and Market Education for Sales** are analyst-led training offerings, delivered either live or virtually. Programs range from concise video tutorials to full-blown training workshops that cover a variety of topics, industries and learning objectives.

- **Call and Account Planning Tools** are information resources that help salespeople get ready for their next customer interaction. These include Market Spotlights (technology market or industry overviews), Buyer Conversation Guides (including key talking points and questions to ask) and Sales Playbooks (buyer personas, use cases, etc.).

- **Interactive Sales Tools** bring IDC intelligence into actual customer meetings by assessing a prospect's technical maturity or the business value associated with deploying a solution. These tools (which can run on a laptop, tablet or smartphone) open up the discussion by bringing high-value insights directly into sales conversations.

Q Why should people care about what IDC is doing in this space?

A First, our clients care about it — a lot. In a recent IDC study investigating key competencies for the modern marketing organization, sales enablement came in as one of the top five priorities.

Second, it's a great way to add value to what we bring to clients, while increasing the dollar value of our custom engagements. Almost any custom solution leverages IDC intelligence and research methodologies to help our clients better understand who their prospective buyers are or bring some compelling message to those buyers. These go-to-market offerings, the bread-and-butter of our custom solutions business, only help our clients with the beginning of the customer creation process. By adding sales enablement offerings to an engagement, we can help the client "go-to-customer" by making sure this understanding of the buyer and what messaging will resonate with them is also a part of the later stages of the customer creation process where sales is involved.

From a client perspective, marketing executives routinely face the challenge of how to track program effectiveness through to revenue generation while sales executives are tasked with making sure reps are on point and delivering messages that are consistent with corporate strategy. By adding sales enablement to our traditional offerings, we help our clients interconnect these two functions and accomplish their respective goals. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Amy Hanania *IDG Credit*

19
Christopher Murphy *IDC*

18
Lucinda Derby *IDC*

17
Matthew Eastwood *IDC*
Jonathan Gaw *IDC*

16
Dorota Chrisp *IDC U.K.*
Kazuo Aida *IDC Japan*

12
Michael Araneta *IDC Thailand*

11
Jiri Helebrand *IDC CEMA*
Surjyadeb Goswami *IDC Center for Consultancy & Research/India*

10
Amber Lynch *IDC*

9
Melissa Fremeijer *IDC Benelux*
Janine Christensen *IDG Sweden*
Ravi Madha *IDG Global Solutions*

6
Nevena Conic *IDC Serbia*
Mariesell Esquilon *IDC Middle East, Africa & Turkey*
David Lantsman *IDC*

5
Eduardo Ramirez *IDC Mexico*
Chandana Gopal *IDC*

4
Peter Marston *IDC*

3
Goran Masman *IDC Nordic/Sweden*
Sureshpal Sing Puarr *IDC Germany*
Anthony Yianoullou *IDG Global Solutions*
Lydie Virollet *IDC Australia*
Brian Haven *IDC*

2
Karthik Jagannatha *IDC India*
Upasana Joshi *IDC India*
Charlotte Chin *IDC Singapore*
Michael Jennett *IDC*

1
Thomas Bode *IDG Germany*
George Mironescu *IDC Italy*
Isabelle Monnier *IDC France*
Darren Moses *IDC U.K.*
Shivaraj Sajian *IDC Center for Consultancy & Research/India*
Jayashree Ramasubramanian *IDC Center for Consultancy & Research/India*
Sharon Aspper *IDC Philippines*

unsunghero

Steve Traynor

Art Director

CSOonline.com

*Computerworld Editor **Ellen Fanning** named CSOonline.com Art Director **Steve Traynor** her team's unsung hero. "Steve is first and foremost a talented and thoughtful designer, producing scores of engaging slideshows, keeping the CSO.com home page vibrant with compelling images and taking on a multitude of special projects for all the IDG Enterprise brands — all with an upbeat, can-do attitude," she said. "His special value to the IDGE design team, and the editorial group as a whole, is his deep knowledge of our systems and software, as well as the ever-changing world of image-rights policies. Steve also has a knack for creating flexible templates to reduce repetitive work and allow the designers more time for creative work. It's hard to overstate how valued he is in our group."*

Name Steve Traynor

Home Quincy, Mass.

Career path at IDG I started as a senior graphic designer for CIO magazine, eventually got promoted to art director and worked on CIO, Darwin and then CSO magazine.

Primary job responsibilities I produce primary images, slideshows, infographics and insider PDFs for CSO and any of the other IDG Enterprise brands as needed. I'm also administrator of our K4 paperless editorial workflow system and help the design group with software issues.

Three things I do in a day's work I do article image updates, slideshows and whatever PDF projects are on the docket.

What I love most about my job I like the people, particularly the design group as they're pretty fun.

A hot-button issue that I'm dealing with on the job Photo-image rights. Trying to understand what's legal for us to use and communicating that to the staff has been interesting.

Latest accomplishment We recently launched a multi-brand insider PDF called C-Suite-360, which we designed from scratch. The topic was Platform As A Service, and I think the design worked well.

*CSOonline.com Art Director **Steve Traynor** joined IDG in june 1996.*

Career highlight I was lucky enough to have my 10th anniversary dinner with **Pat McGovern** at the Copley Hotel. Pat was a gracious host. He talked me into ordering the Kobe beef, which is something we don't normally serve Chez Traynor.

What I'm doing to be a better employee I like learning about new software and new ways to use existing software. There's a new push for animation, which opens up new possibilities.

Interests outside the office I'm into trail running, camping and grilling. I got a Lodge hibachi recently that cooks a beautiful burger.

What others can't tell just by looking at me I'm a history nerd. My wife and I have taken our two boys on trips to places such as Saratoga, Mystic Seaport, Valley Forge, Gettysburg, Fort Ticonderoga and Sturbridge Village. I'll eat anything cooked in a large cast iron pot.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Tom Barrieau *IDC*
Ellen Fanning *IDG Enterrpise*
Simon Jary *IDG U.K.*
Manuel Pastor *IDG Spain*
Steve Traynor *IDG Enterprise*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

9 JANUARY 2017 | VOLUME 47, NUMBER 2 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 7

New social media group helps IDG Sweden drive traffic, revenue

The team shares new ideas for using social media, reports on any ongoing projects and tests new social media platforms for potential adoption by IDG Sweden at large.

SEE MORE ON PAGE 2

Also inside

One on One: CIO Executive Council's Rari Hilditch shares time management tips

In-house-developed tool helps IDG Germany save time, boost e-commerce bottom line

IDG

SALES UNIVERSITY

Check out the IDG Sales University page for webinars and the World Update special issue on sales.

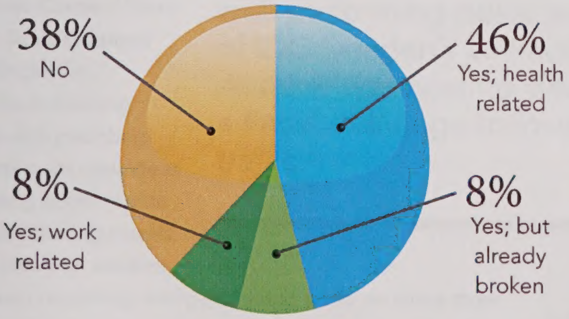
SEE MORE ON IDG CENTRAL

Unsung Hero: Computerworld Editor Ellen Fanning is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

Have you made any New Year's resolutions?



Log on to www.idgcentral.com to vote on this week's question:

What is the resolution of the TV you watch most often?

CLICK HERE

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites, including IDG sources. Topics include media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

The State of Video Ad Viewability in 5 Charts (Digiday)

Global Tech Revenues Will Likely Fall 2% to $929 Billion in 2017 (VentureBeat)

Why is Third-Party Data Still Often Wrong? (Digiday)

Why 2017 Must Be the Year Marketers and Media Rebuild Trust (AdWeek)

New social media group helps IDG Sweden drive traffic, revenue

With its new Social Media Group, IDG Sweden has centralized control of all of its social media outlets in order to improve their efficiency, drive more traffic to IDG Sweden sites and find new ways of adding to the company's bottom line.

"IDG Sweden has a history of being very decentralized, and different groups here had been doing their own thing on social media," said Tech Stack Manager **Anders Engström**. "Late last year, I started the group to get more centralized, efficient control over all our social media outlets. At the time, we had 26 Facebook pages, 20 Twitter accounts, several LinkedIn groups and company pages plus various Google+, YouTube and Instagram accounts."

The social media group consists of (l-r): ***Anders Engström****, IDG Sweden tech stack manager;* ***Billy Ekblom****, IDG Sweden CSMB news editor;* ***Karin Enblom****, IDG Sweden Enterprise online editor; and* ***Juha Videman****, Strategic Marketing Services content strategist.*

Engström said the group, which meets every other week, was limited to four people, because "we want to keep the meetings short and to the point and involve only the key people who work hands-on with social media." The group currently consists of IDG Sweden Enterprise Online Editor **Karin Enblom**, IDG Sweden CSMB News Editor **Billy Ekblom**, IDG Strategic Marketing Services Content Strategist **Juha Videman** and Engström.

Each meeting starts with members reporting on new ideas for using social media and any testing results. One idea that worked well was reposting well-performing posts on more than one of IDG Sweden's 26 Facebook pages. Another was posting videos directly to a Facebook page to increase the page's traffic.

One idea that worked well was reposting well-performing posts on more than one of IDG Sweden's 26 Facebook pages. Another was posting videos directly to a Facebook page to increase the page's traffic.

"Having a big group of followers on Facebook is useless if the followers don't interact with the material," Engström said. "If a lot of followers interact with the content with clicks, likes and comments Facebook considers the page more relevant and shows the content to more followers. The reason for us to occasionally publish videos directly on Facebook is that Facebook prioritizes showing video, especially live video, and we get a lot of interaction. That interaction boosts the rest of the content on that Facebook page. A bonus effect is if the video is shared and people like our page." Engström said the team has made some special videos that are only posted on Facebook that they repost occasionally. They also post non-translated videos from the IDG News Service that Engström said make more sense on the Facebook page than on the web.

Group members also report on any ongoing projects such as developing guidelines on how to increase reach on Facebook, devising better metrics to evaluate social media performance and setting up and testing Facebook-branded content.

"Branded content is a fairly new product from

continued on page 6

OneonOne

Rari Hilditch

CIO Executive Council

The director of talent leadership at the CIO Executive Council (CEC) is this week's columnist. Reach her at rhilditch@cio.com.

> "In this age of the knowledge worker the greatest asset we have is ourselves. We've got to keep ourselves a priority. Again, we must make time for our health, work, relationship building, learning and renewal."

This column is excerpted from two blog posts based on interviews with Rari Hilditch and written by Sales and Marketing Specialist Meghan Kennelly. You can read the full posts here: Part 1 and Part 2.

Q Why has time management has become such a hot topic recently?

A I think it's become a hot topic because people are simply talking more about it — they're questioning where their time is going. Are they making the most of what's available? Do they know what's important? People are asking themselves, "Is it okay that most of my day is spent in meetings?"

When we look at the math, there are 24 hours in a day, 168 hours in a week and 52 weeks a year. We're right to question things because that time goes by fast. We should take a good hard look at whether or not all the things we're spending so much time focusing on is helping us reach our goals or even adding up to a full life. Sometimes the answer is no, and that's when it's time to make changes.

Q When you're working with leaders on this topic what comments or insights usually come up?

A In my role here at the CEC this is one of the topics I coach individuals and small groups on, and what I repeatedly hear is that they're struggling with constantly competing priorities and interruptions — knocks at the door, phone calls, emails, social media and endless meetings.

They share that it's not only hard to keep pace, but it's sometimes challenging to stay focused. Most don't have time to stop and think or even ask themselves, "Am I focusing on the right things" and "What's going to have the greatest impact?"

Some people share that they feel tired day after day. They get home on the weekends and crash. Many say that making the transition from work to home is challenging too, and, once there, find that their minds drift back to work. And the same can be true about the pressures and concerns of home life that may keep drifting into their work life. Some have even shared that they feel a looming sense of worry about getting everything done.

The truth is that not everything that comes at us all day is worth our time, our focus and our attention. Unfortunately, many people don't pause to make the discernment, they simply react.

Q Is there hope for those of us who carry around that worry? Are you noticing anything positive in the marketplace when it comes to the topic of time management?

A What I'm excited about is that more and more organizations are acknowledging and taking notice of the struggles that can come in this age of the knowledge worker. While technology has enhanced our lives, it's also made things harder since many of us are always plugged in. We need to create time for our health, work, relationship building, learning and renewal.

What I'm noticing is that organizations are getting creative with their work environments, flexible time, wellness program and so on, because they see the benefits of supporting their employees in a more powerful way. One of my clients, for example, shared with me that their organization has mandatory training on how to run effective meetings so that the time invested is well spent.

In this age of the knowledge worker the greatest asset we have is ourselves. We've got to keep ourselves a priority. Again, we must make time for our health, work, relationship building, learning and renewal. That means scheduling it in and making space for it. That more and more organizations are recognizing how they contribute and can support this is promising to me.

Q Can you share some practical tips that colleagues can put into practice?

A **Understand where your time is going**: Take a good look at where all your time is going. Consider what's getting in your way, both at work and at home. Remember, we're more than our jobs. Work and home blend together for many people. You may even want to track an entire week. Once tracked, take note of areas that you can eliminate, delegate or be more proactive about. Don't confuse the tough choices with no choice. You may even want to take some time to consider what a perfect week would look like and proactively work toward it.

Keep a master list: Establish one place to track everything you need to consider — a blueprint for the day, the week or the month. Consciously decide what needs to happen and write it down. I use Outlook tasks to capture my master list, though some folks enjoy putting pen to paper. Frequently review the list and add, eliminate or delegate if needed.

Schedule time for planning: Action without planning = Failure. The most successful people plan. Work toward 15 to 30 minutes a day to review your master list and key responsibilities. Schedule

continued on page 5

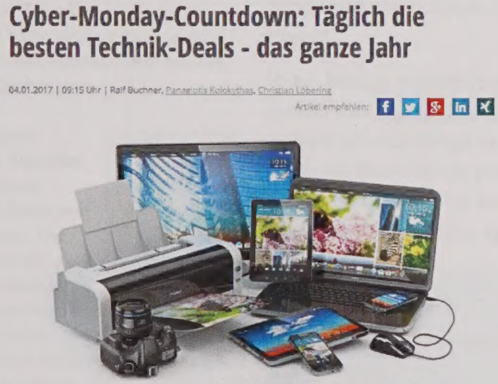
IDG Germany creates tool to efficiently curate Amazon's Deals of the Day, Lightning Deals

The creation of an in-house tool is saving IDG Germany time while adding to its e-commerce bottom line, not to mention helping PCWelt and Macwelt readers save money on tech-related items.

Löbering

As a preferred partner of Amazon, IDG Germany receives lists of Amazon's Deals of the Day and Lightning Deals the day before the deals are announced on Amazon. Curating the lists, which can have as many as 25,000 items, into categories relevant for PCWelt.de and Macwelt.de; collecting the list prices and calculating the Deals' savings; and creating postable code with IDG Germany's Amazon tag, which funnels a percentage of potential Amazon sales back to IDG Germany, could take as long as five hours, according to IDG Germany Online Editor-in-chief **Christian Löbering**.

However, rather than continuing to use an Excel spreadsheet from Amazon to curate the lists, IDG Germany VP, Agile and Product Management **Mike Hartmann** created a tool — and just in time for late November's Cyber Week sales — that filters the products, collects the savings and creates Amazon-tagged HTML code, all in about 30 minutes. Löbering said they would be happy to share the tool with other IDG business units with e-commerce programs.



Cyber-Monday-Countdown: Täglich die besten Technik-Deals - das ganze Jahr

04.01.2017 | 09:15 Uhr | Ralf Buchner, Panagiotis Kolokythas, Christian Löbering

The curated Amazon deals appear as a linked list in a live blog on PCWelt and Macwelt.

"Using Mike's tool, we are able to quickly and easily pick only the relevant Deals of the Day and Lightning Deals that fall into tech categories," Löbering said. "We first filter them by category, then by savings, and in the last step we remove all of the uninteresting stuff like cables, light bulbs or other things manually." He added that PCWelt and Macwelt list "every deal that could be interesting for our audience," not just products that have been reviewed by either site. (For more information on IDG Germany's Amazon banner program, which focuses on revenue from reviewed products go here).

Löbering said the curated Amazon deals appear as a linked list in a live blog. The blog is updated in real time to show the Lightning Deals. "During prime shopping days we learned that showing a large number of relevant deals on one page works best in terms of monetization through cost per order, which places sales-tracking cookies on viewers' computers," he said.

Hartmann

Hartmann said the tool was initially a research byproduct. "I was researching whether an open source ETL solution — Extraction, Transformation and Loading of data, a process that takes place in a lot of data-related environments — named Talend Open Studio could be useful for our content management system." While investigating the product he realized it could be useful for other data tasks and started to dig further. "With some tweaking and coding I was quickly able to call up the Amazon application program interfaces for product information," he said. "This became a way to solve one big problem we always had with Amazon Prime Day and Cyber Week — the inability to easily find out which offers are really worth mentioning to our readers, i.e., which ones offer the biggest savings compared to the regular list prices. The Excel spreadsheet Amazon provides usually only lists the Deal price and the suggested retail price, the latter being of absolutely no value because often the suggested retail price is far higher than the street price."

He said the initial prototype was finished over a weekend and featured a dynamically configurable filter for categories relevant to IDG Germany readers ("It deleted apparel, shoes and other stuff," he said), fetched the Deals' street prices, calculated the savings and finally delivered a piece of HTML with all relevant information, including an IDG Germany partner link to the product that could be included in the CMS.

Hartmann and his team optimized the tool daily to deliver even more precise and usable results. He said the next steps will be to create an automated tool that fetches the newest deals from Amazon, prepares a curated list and emails it to an editor. "Later we can expand it to become smarter and publish the deals on its own," Hartmann said. "We possibly can even try to expand it to gather more information about other hot deals from different vendors and partners."

Hartmann said the while the tool is "far from complete and currently lacking any documentation," he is open to sharing it with other IDG colleagues.

Contact Christian Löbering or Mike Hartmann. ■

noteworthypeople

New employees

Cushing

PETER SHORT

IDC Framingham has hired **Erin Cushing** as marketing manager, Digital Content, focused on planning, creating and implementing measurable digital content marketing programs that drive visibility and leads across key strategic growth areas for IDC. She was previously an analyst relations and digital marketing associate with PeopleFluent and holds a B.A. in English from Gettysburg (Pa.) College and an M.A. in English, professional writing and rhetoric from George Mason University in Fairfax, Va. She enjoys playing lacrosse, practicing yoga, volunteering with Boston Cares and reading (and would like to start an IDC book club). Earlier this year, she was asked to speak on a panel of social media experts as part of the American Marketing Association, Boston chapter's program on "How Do You Measure Your Social Media ROI?" ecushing@idc.com

Allen

Previously a producer, videographer and editor with PhotoWings, **Ben Allen** joins **IDG.tv**'s San Francisco team as a director/editor to work on videos for IDG.tv, PC World, Macworld, TechHive and Greenbot.com. He holds a B.A. in liberal arts with a concentration on film and photography from Sarah Lawrence College in Bronxville, N.Y., and enjoys cycling, photography and travel. ballen@idgcommunications.com

Simon

IDG WORLD UPDATE

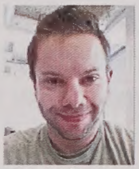
Michael Simon is **Greenbot**'s new Framingham-based staff writer, having been a freelancer writer for Macworld.com for several years. He earned an M.A. in English from Binghamton (N.Y.) University and was previously a page designer with the Boston Herald. On his last night at the Herald, "quite literally as I was leaving for the final time, we got an alert that Fidel Castro had died. I had about 20 minutes until deadline so I clicked back into designer mode and pushed out one last cover, a memorable one in a year full of them. "In his free time he enjoys building Legos with his son and adding to his sneaker collection. msimon@greenbot.com

Grelova

IDC CEMA in the Czech Republic has hired **Zusana Grelova** as a business analyst with its Internal Tool group. She was previously a process specialist with MONETA Money Bank and holds a master's degree in hydrochemistry from the Technical University of Ostrava. Away from the office she enjoys weekend backpacking trips around Europe, music festivals and movies. zgrelova@idc.com

Olsson

Anna Olsson joins **IDG Sweden** as an account manager, Sales and Recruitment; she was previously a content manager at Stampen Media Partners. In her free time she enjoys interior design, cooking, traveling and supporting her daughter's handball team. anna.olsson@idg.se



Neumark

IDG Communications' new Senior DevOps Engineer is **Matthew Neumark**. He was previously a senior systems engineer with Deem, Inc. where he automated infrastructure to help increase availability and reliability. He has a B.S. in applied sciences in business technology and an MBA from Keller University and enjoys gaming and technology, the latter "so much that my home is automated with no light switches, all controlled by computer software and computer systems." mneumark@idgcommunications.com

Pirrone

IDG TechNetwork's new account director is **Angela Pirrone**, coming from Boingo Media where she was director of digital sales, East. She earned a B.S. in marketing and international business from Florida Atlantic University in Boca Raton, Fla. She enjoys dinners with friends, movies and travel, but as "a mother of two small children, my time is usually spent with them until they're teenagers and don't want to hang out with me." angela_pirrone@idgtechnet.com

continued from page 3

One on One

the most important things to be completed into your calendar and organize the rest. Find some quiet space to do this — planning time is reflective time, and you need to minimize interruptions. This activity can happen in the morning or at the close of the day.

Know what counts: There are so many competing priorities that come at us all day long that we have limited time to get things done. With the time we have, we want to ensure we're working on the right things and the activities that are going to bring the greatest value or impact.

Brian Tracy, a motivational public speaker and self-development author, has a great formula called the "Law of Three." It states that no matter what things you do over the weeks and months of your life, there are three things you do that have the biggest impact. These activities, different for each individual, make up 90% of your value in the workplace. Do you know what your three are? ■

Read more about it

Want to dive a little deeper? Check out some of Hilditch's recommended resources:

The 5 Choices by FranklinCovey
Take Time for Your Life by Cheryl Richardson
Time Management by Brian Tracy
The 7 Habits of Highly Effective People by Stephen R. Covey
The Compound Effect by Darren Hardy

Hilditch shared one of her favorite quotes that she frequently uses when she is coaching or training on this topic. The quote is from Jim Rohn and reads, "If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much."

The time is now. Take back your days — take back your life! It's time to start living a life that brings you the most value. As Hilditch said, "There's no magic to this. It will take hard work and discipline. The best part is that you choose!"

Resolve to share your news!

Make this the year you commit to sharing news with your colleagues regarding what your group or department is up to. Nominate a deserving co-worker for an Unsung Hero profile. Tell us about an office mate with an interesting hobby or volunteer activity. Send your tips to world_update@idg.com and we'll take it from there.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Rebecca Segal *IDC*
John Gantz *IDC*

29
Mary Wardley *IDC*

24
Eric Prothero *IDC*

23
Joe Mola *U.S. Media*

20
Sharon Machlis *U.S. Media*

18
Judith Edwards *IDC*
Thomas Meyer *IDC Germany*

17
Dan Vesset *IDC*
Matthias Teichmann *IDG Germany*

16
Julie Tiley *IDC Canada*
Daniel O'Boyle Kelly *IDC*
Karen Lucero *IDC*
Jennifer Thomson *IDC Italy*

15
Madalin Lazarescu *IDC Romania*

14
Alfredo Curiel *IDC Latin America*
Rich Vancil *IDC*

12
Christopher Picanso *IDC*

11
Alison Brooks *IDC*
Ullrich Loeffler *IDC Australia*

10
Mark Schrutt *IDC Canada*
André Kisch *IDG Sweden*

9
Steve White *IDC Canada*
Leslie Rosenberg *IDC*
Teodora Tafrova *IDC*
Daria Sorokina *IDC Russia*
Armelle Brivet *IDC France*

8
Dave Pearson *IDC Canada*

7
Nancy Selig *IDC*
Louise Francis *IDC New Zealand*
Divya Ramalingaiah *IDC CCR India*
Stefan Wattendorff *IDG Germany*

6
Daniel Povis *IDC Peru*

5
Dy Lee *IDG Korea*
Michael Thorp *IDC*
Peggy Cheung *IDC Hong Kong*
Annelies Bos *IDG Netherlands*
Evelyn Pineda *IDC Mexico*
Nathalie Hellerstedt *IDG Sweden*
Michael Cansfield *IDC U.K.*
Olivier Coredo *IDC France*
Bo Lykkegaard *IDC Denmark*

4
Kevin Lonergan *IDC Canada*
Paula Fernandes *IDG*
Erik Pivnik *U.S. Media*
Brad Chacos *U.S. Media*
Keith MacLean *IDC*
Olga Babinina *IDC Russia*
Konstantin Makarenkov *IDC Russia*
Rob Richardson *IDG Global Solutions*
Chrystelle Labesque *IDC U.K.*

3
J.P. Bouchard *IDC Canada*
Daniel Murphy *IDC*
Shiv Putcha *IDC India*
James Kim *IDC Singapore*
Laura McEwan *IDG U.K.*
Philip Carnelley *IDC U.K.*

2
Peggy Lee *U.S. Media*
Sarah Stokes *IDG Strategic Marketing Services*
Vanesha Tamon *IDC Indonesia*
Poppy Chittenden *IDG Global Solutions*
Ashraaful Haque *IDC U.K.*
Alexandre Moulin *IDC France*

1
Sang Hun Park *IDG Korea*
Liang Li *U.S. Media*
Alaina Yee *U.S. Media*
Gordon Plutsky *IDG Strategic Marketing Services*
Tamlin Magee *IDG Germany*
Adriana Allocato *IDC Italy*
Jakob Jantzen *IDC Denmark*
Sabitha Majukumar *IDC U.K.*

continued from page 2

Sweden

Facebook that makes it possible to post jointly with other companies or brands," Engström said. "We can create sponsored articles, post them on one of our verified Facebook pages and include the sponsor in the post. The sponsor gets access to the same statistics on the post as we do, and they can pay to boost the post to reach more. We just tried out one campaign and paid to show it to people other than our followers that were the same target group as those of our brands. We only spent $100, and the campaign gave our Facebook page eight new likes."

Engström noted that about 80% of IDG Sweden's social media traffic comes from Facebook, "but we see that LinkedIn is growing and that LinkedIn users are becoming more active. We are now looking at ways to get more traffic to our Enterprise editorial sites from LinkedIn, as well as ways of promoting our events and our job board, CS-Jobb.idg.se, there. Since career building is a big reason for visiting LinkedIn this should really be a great place to promote CSJobb. We also see great potential to promote our contributors' network, the IDG Expert Network, since our IT industry experts can share their own articles there."

The Social Media Group also tests new social media platforms for potential adoption by IDG Sweden at large, Engström said. "As tech stack manager it's my job to look at and evaluate new tools all the time. The group tries out new social media tools, but we always check with different stakeholders here before making decisions about them. At the moment we are happy with our standard tools — Tweetdeck for Twitter, Facebook Business for organizing all our Facebook pages and a tool called EzyInsights that tracks viral content from other sources to see what stories are doing well. We are also developing our own Clickview tool to keep track of key social media metrics."

> "At the moment we are happy with our standard tools — Tweetdeck for Twitter, Facebook Business for organizing all our Facebook pages and a tool called EzyInsights that tracks viral content from other sources to see what stories are doing well."
>
> *Anders Engström*

For more information contact Anders Engström. ■

unsunghero

Ellen Fanning

Editor
Computerworld

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Anders Engström
IDG Sweden
Scot Finnie *IDG Enterprise*
Mike Hartmann
IDG Germany
Rari Hilditch
CIO Executive Council
Christian Loebering
IDG Germany

IDG Enterprise Editorial Director Scot Finnie named Computerworld Editor Ellen Fanning his team's unsung hero. "Ellen's contributions are epic," he said. "She oversees all of our special projects and handles Premier 100 and three or four smaller projects herself. Stepping beyond her role at Computerworld, she manages the team of five designers supporting all of IDG Enterprise's editorial teams. Ellen leads the charge on everything to do with the Computerworld Digital Magazine every month. Together with executive editor Ken Mingis and me, Ellen forms the key executive management team at Computerworld editorial. She's also beloved by the staff for her even-keeled temperament, sound judgment and gracious communication style. As if all that weren't enough, Ellen has a rare talent for organizing and creating efficient, repeatable work processes. She uses this ability to move mountains of high-quality work. This makes everyone working with her and around her more efficient, too."

Home Southborough, Mass.

joined IDG April 1993

Primary job responsibilities
I help set the strategy for Computerworld Editorial, manage the features team and assign and edit stories. I also oversee the IDG Enterprise design team.

Three things I do in a day's work
Help triage the design team's workload.
Brainstorm story ideas with our group.
Strategize with Computerworld Editor-in-Chief Scot Finnie.

What I love most about my job
I love the variety. Every day is different, but the goals are always the same — to produce great content that helps our readers do their jobs.

A hot-button issue that I'm dealing with
Computerworld is celebrating its 50th anniversary this year, and I'm managing our yearlong package of coverage. We'll have interviews with tech luminaries, insights from IDG's business leaders and a look back at the ups and downs in the tech industry.

Ellen Fanning *joined Computerworld in 1993 as a copy editor.*

IDG WORLD UPDATE

Latest accomplishment
When Computerworld suspended its print issue, a small group here quickly pulled together a monthly digital magazine to preserve the relationship we have with some 80,000-plus former print subscribers. The magazine has since won the ASBPE National Gold for Best Digital Magazine two years' running.

Career highlight
Having the pleasure of spending 20-plus years with an amazing group of people who have been mentors, supporters and friends.

What I'm doing to be a better employee
A big part of achieving my goals here is helping others to achieve theirs. So I'm trying to be a better listener.

Interests outside the office
Skiing with my husband and two sons. I'm also an avid runner. I ran the Philadelphia Marathon this past fall, and I'll run Big Sur in April, and Chicago in October.

What others can't tell just by looking at you
I'm a 20-year cancer survivor. My colleagues at IDG helped me through.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

2 JANUARY 2017 | VOLUME 47, NUMBER 1 | WWW.IDGCENTRAL.COM

HAPPY NEW YEAR!

IDG, IDC business leaders share key priorities for 2017

IDG World Update asked IDG and IDC business unit executives around the world to talk about where they plan to focus their companies' efforts in 2017.

Friedenberg

IDG Communications will continue to be the leading global tech media, data and services company. In order to do so, we must continue to focus on deepening our customer (reader and advertiser) relevance, accelerating our commercial expertise and adjusting to a product-focused, centralized structure. By focusing on these core areas we will ensure that FY17 will be an excellent year for IDG and all of our incredible employees.

— Michael Friedenberg, CEO, IDG

Campbell

My top priorities in the New Year are as follows: 1) Drive IDC's continued success in this exciting and turbulent technology industry marketplace. 2) When the IDG Board of Directors announces its decision on IDG's strategic options, ensure that there is a smooth transition and a very good outcome for IDC's employees and our customers. I'm committed to making sure that IDC thrives and continues to be a great place to work in 2017 and the future.

— Kirk Campbell, president and CEO, IDC

Content marketing is front of mind for all marketers and accounts for a third of marketing budgets. If you aren't already discussing this with your customers then you are behind the curve. As media channels become ever more fragmented this sector is about to get even more competitive (and lucrative).

continued on page 7

Also inside

[One on One: IDC SVP/Chief Analyst Frank Gens presents an overview of IDC's top 2017 predictions](#)

[Editors choose their top stories of 2016, predict trends for 2017](#)

Gingerbread house competition shows employees' sweet creations.

SEE MORE ON PAGE 11

Fashionistas beware: IDC's ugly holiday sweaters are on display.

SEE MORE ON PAGE 13

IDG

Tech & Marketing News from IDG

IDG Corporate Marketing's "Tech & Marketing News from IDG" newsletter aggregates top stories from tech and marketing news sites related to media, marketing, mobile, social video, the tech industry and press mentions about IDG and IDC. To get on the mailing list, sign up here. Recent selections include:

The 11 Biggest Tech Acquisitions of 2016 (TechCrunch)

CES 2017: The PCs, Gadgets, and Gear We Can't Wait to See (PCWorld)

Consumer Trust Is Evolving in the Digital Age (eMarketer)

Forecast: Worldwide Advertising To Hit Double-Digit Gains In 2017 (MediaPost)

Stay up to date on all things IDG by following IDG's corporate social media accounts on Twitter, Facebook and LinkedIn. Get the word out on what's happening by sharing and retweeting.

Editors choose their top stories for 2016, predict trends for 2017

IDG World Update asked IDG editors and journalists around the globe to select what they consider to be the most notable industry story or trend for 2016 in their area of expertise and to anticipate a hot trend or event in the year ahead.

Betts

2016 Top Story: More companies embarked on a digital transformation, an effort to harness cloud computing, mobile apps, data analytics and sensors for competitive advantage. Schindler Elevator, for example, is using those technologies to improve equipment uptime. Starbucks, Ford and General Electric are becoming software businesses as much as they are coffee, car and equipment businesses, respectively. Some companies created the position of chief digital officer to manage this transformation internally and create new digital products.

2017 Prediction: There will be some (temporary) disenchantment with digital transformation. CEOs and CFOs are noting that it's very expensive, hurting quarterly earnings reports. Software is hard. Cloud and analytics talent is scarce. Many experiments will fail. But eventually this transformation will produce the "digital business," and after a few years it will become so common that we'll drop the "digital" and it will be just plain business.

— *Mitch Betts, executive editor, IDG Enterprise*

Phillips

2016 Top Story: Social media's exposure to gross manipulation is the story of the year. Just as Twitter was shedding its reputation as an ISIS recruiting tool, it made headlines as an engine for online abuse and a megaphone for a political bully. Twitter's trolling problem may have even thrown cold water on its acquisition plans. Facebook's fake news fiasco, meanwhile, became a serious indictment of the platform's integrity. If 2016 showed us anything, it's that Twitter and Facebook management have lost control of their own services and don't have plans to wrestle it back.

2017 Prediction: In terms of what we cover, next year's iPhone will be the most important product of the year. Apple is due for a major refresh after the snoozy iPhone 7. In terms of CSMB's greater editorial strategy, I expect even more focus on e-commerce — editorial directly generating revenue via Amazon bounties and other affiliate links. It fits our consumer-service mission and, I hope, drives a more elegant, refined user-experience goal.

— *Jon Phillips, editor-in-chief, IDG CSMB*

Gupta

2016 Top Story: The Dell-EMC merger formally announced by Michael Dell on Sept. 7, 2016. The economies of scale of tech giants continued to rattle, baffle and disrupt the enterprise technology world since the intent to buy announced in October 2015. Dell shed few business lines (SonicWALL, Quest, Services) in last 12 months adding to the uncertainty of the conglomerate's road map for its employees, channel partners, technology alliances and end-user organizations. I expect this big story will certainly have an impact — good and bad — on the entire ecosystem in 2017, too.

2017 Prediction: Mobility and Analytics from the SMAC (social, mobile, analytics, cloud) stack will be larger than ever before. Enterprises will invest more in mobile application development — both in-house and customer facing — to transform into 'customer-centric' digital companies. The consumption of data (and lots of it) across mobile devices, wearables, cloud, software-defined Internet exchanges and emergent technologies like robotics will augment a new flavor to the analytics conundrum. Plumbing big data across multiple vectors wrapped with business analytics will be the new normal in 2017.

— *Yogesh Gupta, executive editor, IDG Media (India)*

Paredes

2016 Top Story: Our top story for 2016 is not a single story but our series of news stories and in-depth interviews with public and private sector CIOs in New Zealand on how they are leading through this time of rapid change. For example, when the CIO of a major company in New Zealand resigned to take on an executive position outside ICT, the CEO asked him to write a description of his role. This was to guide the HR team that was recruiting his successor. He looked at his original job description and realized it now had little resemblance to what he actually did at the company. The role changed so much in the three years he was there, and he expects further changes ahead, as the organization grapples with the rise of digital technologies deployed at the organization and those being used, rather demanded, by their customers.

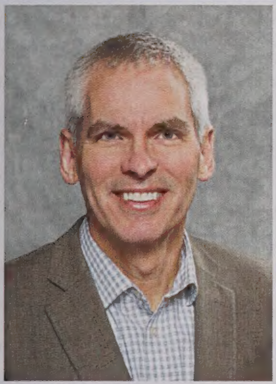
continued on page 4

OneonOne

Frank Gens

SVP and Chief Analyst

IDC



IDC's SVP and chief analyst is this week's columnist. Reach him at fgens@idc.com.

> "If you want to get more detail about our predictions, check out the webcast. And let me know what you think — I value tapping into the biggest network of tech-savvy, forward-thinking employees in the world!"

Has it already been a year since my last predictions column? It shouldn't be much of a surprise, I suppose. As all IDGers around the world have seen firsthand: it's been another fast-moving and transformative year in IT!

So what do my 1,100 IDC colleagues and I see as the most strategic storylines for 2017-2020? Our overarching storyline is about the rise of the Digital Transformation — or DX — Economy, and the dramatic restructuring and redefinition of the tech industry at its center.

In 2017, and accelerating over the next several years, we'll see digital transformation shift to an entirely new scale — a macroeconomic scale. We predict that by 2020, at least half of Global 2000 businesses will generate more than half of their revenues from digitally transformed offerings and operations. DX will no longer be just about projects, initiatives or even digital business units. It will be about entire enterprises, whole industries and most of the global economy. Every enterprise that wants to compete — no matter its age or industry — will need to become a "digital-native enterprise."

And the tech industry fueling this digitization of the global economy will itself be transformed, as key technologies morph, emerging technologies go mainstream, new tech industry ecosystems scale up and tech leadership ranks are turned upside down.

Here's some more detail about the most strategic themes:

DX becomes the global economy. As noted above, by 2020, DX will reach macroeconomic scale, as 50% of the Global 2000 will see the majority of their business come from digitally-enhanced offerings and operations. For industry leaders, the fastest revenue growth will come from information-based products and services. Worldwide investment in DX initiatives will reach $2.2 trillion in 2019, almost 60% more than in 2016.

3rd Platform = the only IT that matters. By 2019, 3rd Platform technologies and services will drive nearly 75% of IT spending — growing at twice the rate of the total IT market. This represents a major acceleration from last year's outlook when we predicted that 3rd Platform technologies would account for over 60% of IT spending by 2020. This spending will be fueled by further evolution of the 3rd Platform's core technologies as well as the rapid adoption of Innovation Accelerators such as AI, IoT and Immersive Interfaces — which will be the core ingredients of the next wave of killer apps and services.

Get ready for "Cloud 2.0." By 2020, 67% of all enterprise IT infrastructure and software spending will be for cloud-based offerings. Today's "cloud-first" strategy is already moving toward "cloud-only." Driving this transition is the fact that almost every enterprise will be a cloud service provider of innovative services to its own marketplace. Perhaps even more importantly, the cloud will dramatically morph in 2017-2020 to become more distributed, more trusted, more intelligent, more optimized, more industry-focused, more channel-mediated and more (market-share) concentrated. We call this evolving cloud Cloud 2.0, and it will dramatically expand the cloud's use cases.

AI everywhere, quickly. By 2019, 40% of all digital transformation initiatives — and 100% of all effective IoT efforts — will be supported by cognitive/AI capabilities. As developer adoption accelerates (by 2018, 75% of developer teams will include cognitive/AI functionality in one or more applications), the stage will be set for a "battle of AI platforms" as the competing cloud megaplatforms — including Amazon, Google, IBM and Microsoft — battle for developers in the cognitive/AI space.

Augmented reality/virtual reality go mainstream. In 2017, 30% of consumer-facing Global 2000 companies will experiment with augmented reality/virtual reality as part of their marketing efforts. Interfaces are the essential gateway to customer engagement, and they are evolving much faster than many have anticipated. IDC expects AR/VR to reach mass adoption levels over the next several years: by 2021, more than a billion people worldwide will regularly access apps, content and data through an AR/VR platform. Voice will be another strategic and proliferating 3rd Platform interface.

Industry collaborative clouds blossom in each industry. By 2018, the number of Industry Collaborative Clouds (ICC) — industry-focused platforms and marketplaces for apps, data and developer innovation — will triple to more than 450; by 2020, over 80% of the Global 500 will be digital services suppliers through ICCs. These will be the most strategic customers/partners tech industry vendors can have in the DX Economy.

continued on page 11

continued from page 2

Top stories, predictions

I suspect this sentiment is the same for CIOs across all sectors. There is the imperative for a lot of CIOs to rethink and assess their roles. They need to be sure their teams can tackle the rapid pace of change in technology, markets and customer expectations. They are also working more with chief marketing officers and other emerging executive roles — chief data officer, chief digital officer, customer experience officer — as their direct reports or peers, or as boss.

2017 Prediction: The upcoming year will be no different. We will see CIOs step up to a new role, with a scope wider than IT or outside IT; change their title to reflect the new responsibilities they carry; step aside to take on a different challenge such as doing consultancy; or apply the business technology skills they have honed through the years in another organization or sector, or even a newly-created role.

— Divina Paredes, editor, CIO New Zealand

Knorr

2016 Top Story: One word sums up this year in enterprise tech: clarity. We learned that the emerging ecosystem of containers, microservices, cloud scalability, DevOps, application monitoring and streaming analytics is not a fad. It's the future, already powering Silicon Valley's and Seattle's most advanced tech companies. Throw in machine learning and IoT and you have a comprehensive framework for the next phase of enterprise IT, with continuous improvement as its founding principle. At the same time, we became more aware of the widening gulf between this new world and most existing enterprise IT operations. That's why the hoary phrase "digital transformation" refuses to die — the leap from legacy to modernity requires profound, multiphase, across-the-board change.

2017 Prediction: After years of "business social networking" failures, Slack and its ballooning ecosystem have established chat-based collaboration as a first-order business application. Competitors abound, of course, from HipChat to Flock, and everyone wonders whether Microsoft Teams will be able to beat Slack at its own game, particularly since Teams comes free with Office 365.

But if you ask me, it's odd that simple chat-based collaboration has taken off, because the chat room metaphor has been around since Internet Relay Chat. Developers have engaged in a deeper form of collaboration from the time Linus Torvalds introduced Git as a way to organize revisions to the Linux kernel, with GitHub, Bitbucket, and GitLab offering today's most popular Git implementations. Jon Udell and others have suggested that GitHub could provide the basis of all sorts of collaborations beyond code.

More exciting, though, is the notion that machine learning might enable collaborative platforms to gather people, resources and data in an organization to form workgroups on the fly, which is an idea that Zorawar Biri Singh put forth in a recent InfoWorld interview. Silo-busting collaboration is the key to digital transformation, so machine intelligence to enable that seems like a prime opportunity in this space for years to come. Flock already shows flashes of it with its "magic search" feature.

— Eric Knorr, editor-in-chief, InfoWorld

Ragan

2016 Top Story: The most significant events in the security world in 2016 were the massive data breaches, exposing billions of records from some of the web's largest domains and the rapid rise of ransomware.

2017 Prediction: We're going to keep seeing massive data breaches, but only some will be new. Most will be the exposure of breaches that happened in 2015-2016 and were kept out of the public eye. Also, ransomware will get worse, becoming more profitable to the criminals who conduct such campaigns, as the barrier to entry in that particular market will get lower. I wouldn't be shocked to see IoT devices leveraged in some type of ransom-based attack next year either.

— Steve Ragan, senior writer, CSO

Vaske

2016 Top Story: In 2016 the progress of the blockchain technology was crucial. Distributed digital ledgers allow companies to validate transactions without human intervention. Blockchain will allow more efficient processes not just in financial institutions but also in logistics, manufacturing, utilities, retail, health care and other industries. The technology could also be part of the next generation of IoT platforms and make sensors communicate with each other. As big as the opportunities are there will be massive legal and regulatory challenges. So I see blockchain more as an evolution rather than revolution.

2017 Prediction: 2017 will be the year we'll enter the next phase of artificial intelligence and machine learning. On one hand we can expect more physical devices like robots or special kinds of consumer electronics (Amazon Echo), and on the other there will

continued on page 5

continued from page 4

Top stories, predictions

be more apps and services like virtual assistants and smart advisors. Google, Microsoft, AWS and IBM all offer cloud-based machine learning APIs and frameworks, which developers and data scientists can use. They can use these tools and environments and focus on the core algorithms. It's just a matter of time before we see more advanced solutions in this environment.

— Heinrich Vaske, editorial director, Computerwoche and CIO Germany

Qualtrough

2016 Top Story: Some of the most popular articles on CIO U.K. in 2016 have been interviews with CIOs from organizations seen as being perhaps slightly more left-field than the big corporations often associated with the CIO role, including CIOs from the Royal Opera House and the Royal Shakespeare Company (RSC) in London and the Sagrada Familia basilica in Barcelona, Spain. These are unique organizations, and one thing which has captured the imagination of readers and the U.K. CIO community is how they are changing and embracing emerging technologies, whether using drones and augmented reality for the construction of a 133-year-old church, how a 300-year-old opera house is going about digitization and investigating virtual reality or the innovation agenda at the RSC as the theater company celebrates the 400th anniversary of the death of William Shakespeare.

2017 Prediction: This innovation agenda is a trend I expect to see ramp up in 2017 as the implementation of what were once considered emerging technologies — like virtual reality, deep learning, robotics and Internet of Things, for example — make more ground in the enterprise. While the usage cases are out there, and the technologies have received plenty of media attention and analyst hype, 2017 could be the year we see an explosion of innovative implementations as the technologies mature and CIOs at large organizations build a business case for wide-scale deployments.

— Edward Qualtrough, editor, CIO U.K.

2016 Top Story: This was the year for "smart cities." As of how we covered the topic, M3's Feature Editor **Anders Wollner** dived in to the future with the help of a city planning scientist. How do we get around in the big cities of the future, and will robots and drones be able to handle the logistics for us? And how can we live more energy efficiently in the future?

Lindkvist

2017 Prediction: I think 2017 will be really interesting when it comes to wearables (especially health-related products), Internet of Things and smart connected homes. The technology is here — what's needed is for the industry to bring it all together when it comes to standardization and front-end solutions that makes it easy to use for the end user. App-controlled alarm systems, IP-cameras, door locks and sensors everywhere that help us in our daily lives have a huge potential. I think 2017 will be the year when we really start taking control of our connected homes, cars and maybe even our loved ones through smartphone apps and sensors.

— Mikael Lindkvist, IDG Sweden, CCO and editor-in-chief; MacWorld, M3, PC för Alla, Studio

Meese

2016 Top Story: There's not really one story that stands out in 2016, but rather a series of articles relating to the development in the datacenter industry. There's been done a lot of work both in political and industry terms to attract datacenter customers to Norway. Political, environmental and knowledge-related factors make Norway well suited to host datacenters for international clients. During the year, we have seen some breakthroughs in this area that bode well for the future.

2017 Prediction: Further consolidation in the ICT industry and even more commoditizing of ICT products and services. Trans-border cloud computing will continue to challenge legislation relating to data security and privacy. And I suspect that Donald Trump as U.S. president will not make it easier for the EU and U.S. to find common ground on this issue.

— Henning Meese, publisher, Computer Communications, Norway

2016 Top Story: Social media's dark side — fake news. The Internet has spurred creativity and led to new business models, but the fake news controversy arising during the U.S. presidential election highlighted the power of the web to disseminate false information, creating controversy over how, and if, social media sites should police content. Mark Zuckerberg protested that Facebook is a tech, not a media, company, but it's one of the world's most powerful news and information sharing networks, and along with Google and Twitter has disrupted publishing and

continued on page 6

continued from page 5

Top stories, predictions

exerted tremendous influence on politics, technology, culture and business. We'll be following the social media giants' efforts to tame the dark side of their content aggregation and distribution capabilities.

Ferranti

2017 Prediction: Vendors will compete on AI ecosystems. Look for AI to be the flash point of competition among tech giants. The battle has only just begun: Google's introduction of Google Assistant, incorporated into the Pixel Android phone and Google Home smart speaker this year, vaulted the company to the forefront of AI-powered consumer electronics. It competes with Apple's Siri, which now seems somewhat ineffectual in comparison; Amazon's Alexa, which powers the Echo speaker; and Microsoft's Cortana, which speaks a range of languages. Microsoft just announced a set of IoT developer tools for Cortana, and that move highlights the path ahead: all these vendors will be vying to further extend AI-based ecosystems of devices, third-party products, consumer electronics and software.

— Marc Ferranti, editor-in-chief, IDG News Service

Muse

2016 Top Story: Naturally, It's hard to pick just one story as so many things affected CIOs in 2016, but we think the most significant trend was the move to digital transformations — not just talking about them or planning them, but actually implementing them. From an IT perspective the noteworthy — and encouraging thing — is that the CIO is taking a lead role in these transformations (while also ensuring that legacy IT systems continue to run efficiently). The focus in 2016 for CIOs at innovative companies wasn't on cutting IT costs but rather on moving budget and other resources to products and services that compete in today's digital-eccentric economy where disruption reigns. While concerns around security, cost and scalability are legitimate, we saw the necessity of going digital (assisted by agile development and DevOps) outweigh the risks — a trend we expect to see continue in 2017.

> "We asked CIOs, 'Will your organization experience a skills gap in the next 12 months?' Sixty percent said yes – up from 49 percent last year."
>
> Dan Muse

2017 Prediction: Diversity in IT grabbed headlines in 2016, and not in a positive way. In 2017, a more diverse workforce that includes women, minorities and underrepresented categories will be a near must-have. As companies search for ways to bridge the skills gap and achieve better business outcomes, they need a workforce that brings different experiences and better reflects their customer base. It's also the right thing to do but that won't matter as much as the first two reasons. The estimated size of the STEM [science, technology, engineering and mathematics] workforce in the U.S by 2018 is projected to reach 8.6 million jobs. If companies continue to source jobs as they have, the talent gap will only widen as will the gap between businesses and their more diverse customer base. In our 2017 State of the CIO survey, we asked CIOs, "Will your organization experience a skills gap in the next 12 months?" Sixty percent said yes — up from 49 percent last year. If IT doesn't get more diverse that number will continue to grow.

— Dan Muse, editor-in-chief, CIO.com

Shaw

2016 Top Story: Other than the U.S. election: the mainstreaming of virtual reality (VR) and augmented reality (AR) technologies. We saw a bunch of new VR headsets both at the high end (HTC Vive, Oculus Rift) and low end (Google Cardboard/Samsung Gear/Sony Playstation VR) that is finally bringing this technology to a larger audience. On the AR side, the huge popularity of Pokemon Go proved that AR can be used effectively with the latest smartphones. Now that these have entered the consumer world, I'm expecting to see both technologies creep into the business side of things as well (using VR and AR to help people get more productive in specific vertical areas). I don't think we'll be wearing VR headsets in our office cubicles but will see them used for training sessions, health care and other arenas.

2017 Prediction: Google, Amazon, Microsoft and Apple will continue to vie for control in the smart home space with their virtual assistants, all trying to integrate with other smart home devices and other Internet of Things gadgets. Tying it all together will be better in-home Wi-Fi gear, either through wireless mesh technologies for whole-home coverage, or higher-performance systems for dealing with bandwidth with multiple-device connections. Whether consumers want a smart home is another story, but at least we'll get closer to having systems that work with multiple devices.

— Keith Shaw, multimedia content editor, IDG Enterprise ■

continued from page 1

Key priorities

Ramanathan

Meanwhile, customers will take steps to bring these activities in house. They will focus on quality, employ content creators and use marketing automation software to link content activities to demand generation. At IDG, content permeates everything we do, but we also need a mind shift — from "we have this covered" to "I am not doing enough — how can I drive more revenue, more margin?" This is a golden opportunity for IDG to be aggressive in our ambition, and I expect to see The IDG Content Marketing Practice be the catalyst for this change of attitude and approach. If content is front of mind for our customers it needs to be front of mind for us, too. Let's not look back in 12 months and still be talking about "the opportunity."

— Kumaran Ramanathan, chief executive, IDG Global Services

Longo

Last year was a year of tremendous change in our industry. Old models for advertising and content continue to be disrupted, and as a company we need to continue to evolve to keep pace with the market. New times require new thinking and new products, and our Number 1 priority for the new year is to continue to create new revenue streams. Our global position as a leader in programmatic advertising for technology marketers is growing in new ways, fueled by our innovation. Our leadership in data informs us, focuses our efforts on providing our clients with the most actionable information available and allows us to build new products. E-commerce will show tremendous growth for our company and has the potential to provide large and long-lasting revenues. Our readers are increasingly mobile, and our ability to capture and monetize our readers in a mobile environment is a key to our future.

> "E-commerce will show tremendous growth for our company and has the potential to provide large and long-lasting revenues."
>
> *Pete Longo*

— Peter Longo, president & CEO, U.S. Media

For IDG Netherlands, 2017 is the year to become the omnichannel tech platform in the Netherlands, in which we improve the engagement with our Most Valuable Profiles (MVPs) offering credible, authentic and better in-depth market information via our strong brands and our digital and events platforms. Moreover, it is crucial we improve our capabilities as a facilitative platform connecting our MVP audiences, at the right time and right place, with our advertisers. In this way we ensure that commercial propositions provided by our advertisers become valuable content and, therefore, an integral part of the MVP customer journey. Moreover, from a sales perspective this means that the new revenue stream can only be generated by taking a business consultancy approach in talking to clients. Therefore, we really need to have an in-depth understanding of our clients' business, not just their media needs. We must focus on selling business solutions instead of media products, within very specific niche segments, that are sold against high value. The transition to a data, media and services company as a pure-play B2B organization must be accompanied by becoming the best-in-class organization offering customer journeys based on omnichannel rich data sets, strong brands and the capability to create meaningful content for our clients, delivering high-quality leads, engaging our MVPs via our online and face-to-face event platforms.

Vlijter

> "From a sales perspective this means that the new revenue stream can only be generated by taking a business consultancy approach talking to clients."
>
> *Maringo Vlijter*

— Maringo Vlijter, managing director, IDG Netherlands

von Heimburg

My team and I will be focusing on the big growth areas of SMS, events, research, IDG Connect, third party, data and audience services and Executive Education Services. Growing the business is essential for the future of IDG Germany. We are aiming to get far closer to our existing customers as well as to new clients (mainly by the fact of digitization and IoT and consumerization). We want to get deeper in the value chain of our clients. We will do everything to get our organization/teams more agile, and we will boost the open-minded cooperation of our various business activities. Key wording in this specific area is: Get out of the box, and let's develop our company to be an open-stage company.

— York von Heimburg, president and CEO, IDG Germany

continued on page 8

continued from page 7

Key priorities

Adams

Events! As a customer-centric organization, this is the area that our clients gain most measurable value from, because nothing beats the relationships built in a face-to-face environment both in terms of sponsors meeting attendees and the camaraderie that our team gets working with the vendors directly. You just don't get that from a programmatic campaign booked through an agency. Last year, two out of every five dollars that our clients spent with us was for us to deliver event programs for them. Our flagship events like the ARN Awards, EDGE, CIO Summit, CSO Perspectives, CMO50 and WIICTA [Women in ICT Awards] are planned a year in advance giving us a certainty that is often difficult to achieve with other areas of marketing. Events are already the biggest contributor to revenue and profit of any of our budget lines, and we plan to push that even harder in 2017.

— Davy Adams, managing director, IDG Australia and IDG New Zealand

Lalchandani

The Middle East and Africa region is undergoing a significant transition in terms of 3rd Platform adoption and usage, set against the backdrop of (economic) transformation under way in some of the key markets in the region. While this poses challenges to our traditional business, we see interesting growth opportunities in other areas, namely advisory services for the CIO/CxO and the ICT industry segments, for themes ranging from cost optimization, identifying new revenue streams and resetting short-medium term goals and strategy. We also expect to see continued interest from national ICT development agencies and related stakeholders for strategic services centered around SMB market development, skills analysis, overall ICT development, and so on. Go-to-Market (GTM) services (lead-gen, highlighting value proposition) will also offer interesting opportunities, however this requires us to revise our product portfolio in order to be more relevant to new market realities. IDC's Number 1 priority in this region is undoubtedly to assist our customers (end-users, national ICT development agencies, ICT industry) with relevant advice and GTM platforms to successfully navigate this period of economic (and ICT market) transition.

— Jyoti Lalchandani, IDC GVP and regional managing director, Middle East, Turkey & Africa

During FY17 we will keep improving our delivery satisfaction across all business areas. A lot of this is about expectations. As more decision makers are involved and solutions are more complex and reaching over several products, setting appropriate expectations is becoming more and more important. When the sales and marketing teams don´t have the same understanding and expectations, sometimes IDG can suffer. We also have to start looking at the customer experience to improve how readers and advertisers can start their journey on our sites and easily fullfill the need of the visit.

On the editorial side, engagement remains vital. One focus will be to attract new target groups such as young professionals and C-level executives. Prioritized subjects are cloud, security, IoT, analytics, digital transformation, system development, career, privacy and general data protection regulation, new tech (artificial intelligence, machine learning, virtual reality, augmented reality, etc.). New reader revenue streams are important, and in the last two years we have grown our education portfolio and now have over 30 different one- to two-day courses on SEO, analytics, social media and more. In FY17 we are expanding and creating IDG Academy, adding even more courses to our traditional IT subjects such as digital leadership, security and system development.

> "We are going to keep a close relationship to the market, do research and constantly learn more about the IT purchasing decision to create relevant content and to propose the right solutions to our advertisers."
>
> *Joakim Allwin*

We are going to keep a close relationship to the market, do research and constantly learn more about the IT purchasing decision to create relevant content and propose the right solutions to our advertisers. We want to keep on being the natural partner for Swedish companies to do smart IT investment and get the most out of their IT solutions.

— Joakim Allwin, publishing director, IDG Enterprise Sweden

In FY2016, the very diverse and complex region of Europe, the Middle East and Africa (EMEA) had one of its best years ever with strong growth in bookings, revenue and profits and fairly consistent positive performances across most business units and geographies. While we are well positioned for continued success in FY2017, our business faces a number of potential downside risks including Brexit, parliamentary elections in several European countries, the specter of a Eurozone banking crisis and an

continued on page 9

continued from page 8

Key priorities

Frantzen

unresolved refugee crisis, combined with continued economic and political uncertainty in many parts of Eastern Europe and the Middle East/Africa. Add in the disruptive impact of technology transition and digital transformation on the ICT industry and many of our customers, and the business environment promises to be quite challenging, although it will offer lots of new opportunities for IDC, given our geographic reach and breadth of coverage and services.

> "Equally important, though, is making further progress in implementing a multi-year strategy to reposition our business and revamp our market profile to address the evolving requirements of our customers and future growth opportunities."
>
> *Steven Frantzen*

As such, my top priority for FY2017 is that we effectively manage risk to achieve our growth and profit objectives while nurturing our installed base of business and making inroads into new business areas and among new customers. Equally important, though, is making further progress in implementing a multi-year strategy to reposition our business and revamp our market profile to address the evolving requirements of our customers and future growth opportunities. This entails expanding coverage of new industry topics and geographies, strengthening our thought leadership capabilities and improving our relevancy for ICT vendors and users.

— Steven Frantzen, SVP/EMEA Region, managing director, CEMA Region, IDC

Pastor

My highest priority for 2017 is to continue on the revenue growth path IDG Spain is achieving. My objective is to do it through new sources of revenues different than advertisement-related ones. Directly connected to this purpose, I am quite excited with the results the CIO Executive Council's Spanish hub is accomplishing so far. Happy New Year to the entire IDG family!

— Manuel Pastor, managing director, IDG Spain

Gallant

Number 1 priority for the year: Editorial's priority is to continue to refine our multi-pronged strategy for providing the most value to readers — and getting the most value from them for our business. In addition to our long-standing commitment to providing great content that helps readers do their jobs better and buy more wisely, we've invested a lot of time and resources in creating great video, registering high-value readers through our Insider program and enhancing content through e-commerce links that direct readers to great values online. We're learning more and more about those initiatives and refining our approach to help readers get the most from their time spent with us. Those initiatives are also drivers of critical IDG revenue streams and help support growth.

— John Gallant, SVP, chief content officer, U.S. Media

Abaterusso

After the 2015 relaunch of Computerworld and CIO Italy by Fiera Milano Media, in 2016 the company reinforced the brands' presence on the market. We held a large CIO event (Digital Transformation Forum) at the beginning of the year and started the publication of a monographic digital magazine under the Computerworld brand, with each issue focused on a specific IT topic (Security, Cloud, IoT, etc.).

Our Number 1 priority for 2017 will be increasing website traffic, with technical improvements and more SEO-oriented content. Probably less news coverage, but more useful content and services (best practices, company lists, reviews, how to's, etc.).

— Enrico Abaterusso, business unit manager, Fiera Milano Media

D'Mello

Every New Year presents us the opportunity to reaffirm the time-tested values that have made IDG successful for 50 years, and hence our priorities for 2017 remain the same! It means staying close to customers and being responsive to their changing expectations. It means producing products and services of the highest quality. And last but not least, it means growing the team of talented, knowledgeable and happy employees who are the envy of the industry!

— Louis D'Mello, President & CEO, IDG Media Private Ltd (India)

continued on page 10

continued from page 9

Key priorities

Au

Lenin supposedly said "there are decades where nothing happens, and weeks where decades happen." I would characterize 2016 as a year where the number of political elections and corporate acquisitions in a short span of time have created significant upheavals which reverberated around quickly the world. While IDC A/P continues to expand its footprints in new market segments beyond our traditional business by capitalizing on the 3rd Platform, my mantra in 2017 is to "expect the unexpected and react accordingly." Just as we preach to our customers that keeping to status quo in the DX economy is not an option, we, too, must be ready for more disruptions to come, which can affect our business models, and adapt quickly. Expect — React.

— Eva Au, managing director, IDC Asia/Pacific

> "My mantra in 2017 is to 'expect the unexpected and react accordingly.'"
>
> *Eva Au*

Park

Our top priority for FY17 is becoming a profitable organization. To achieve this, we need clients, readers and our good talents. Therefore, we will be focusing on providing the best-quality products and services, so, our clients and readers can always rely on us. Lastly and more importantly, talent development will be our key focus to achieve the company's goal as well as creating a good company culture. One those programs focuses on junior talent development, and we started one initiative in December. The junior members of the staff will be leading a project outside of their own team. Our senior mentors will assist them and guide them to reach their goal.

— Katherine Park, managing director, IDG Korea

O'Malley

Whilst FY16 saw a big push for front-of-funnel leads, we see FY17 continuing that trend. However, client demands for shorter project timeframes, the rejection of leads where client sales are unable to reach lead contacts immediately and the increased pressure of focusing purely on the enterprise will make demand generation more challenging. 2017 will also see EU data legislation moving firmly on the agenda of companies that use international data. Our focus will be on data as a service. We will build on the account-based marketing foundation of 2016 and enrich what we know about the subscriber companies on our databases. We are uncovering projects every day — up to 20,000 projects a month. This is added to what we know about buying teams, the buyer's journey and access, where we have permission, to decision makers. This will drive our growth in 2017. From a survey of B2B marketers we know that more than 45% of marketers will be focused on targeting named account lists in 2017. We will supply actionable intelligence to drive client sales success and align IDG offers to that shared goal.

— John O'Malley, CEO, IDG Connect, IDG List Services, IDG Direct

> "Our focus for 2017 is on data as a service. We will build on the account-based marketing foundation of 2016 and enrich what we know about the subscriber companies in our databases."
>
> *John O'Malley*

Villate

As we enter 2017 in Latin America, the key priority for IDC is to continue growing its business. Even though 2016 was the toughest in the decade for the regional economy, we achieved growth, which means this can be done. In 2017, keeping close to our customers' customers will be the key. Understanding their needs, preferences, intentions and behaviors in the wake of the digital economy will keep us relevant and allow us to expand. Our best-in-class team is motivated to do it.

— Ricardo Villate, group VP/Latin America, IDC

continued on page 11

noteworthypeople

continued from page 10

Key priorities

London

For 2017, our Number 1 priority is our customer. We will continue to put the customer first and view all that we do through a customer-centric lens. This includes consistency across messaging and IDG's offerings, a relentless focus on customer experience and making sure that IDG is competitively positioned to win.

— Josh London, CMO, IDG

> "For 2017, our Number 1 priority is our customer."
>
> *Josh London*

As Questex Asia looks toward 2017, we are looking to align our business on a global basis so that we can effectively deliver across our four key areas of client interactions that span digital media, events, research and custom content and print. This, with the additional focus on thought leadership and brand awareness, will see Questex be very proactive in terms of how many different ways we can deliver solutions to clients.

— Doug Mulcock, managing director, APAC, Questex Asia ■

continued from page 3

One on One

Dedicated DX units explode. IDC predicts that by the end of 2017, over 70% of the Global 500 will have dedicated digital transformation/innovation teams, and enterprises will have to grow their developer teams more quickly. Look for growth to double or triple by 2018.

The channel is dead; long live the (new) channel. We predict that, by 2020, over 70% of cloud services providers' revenues will be mediated by channel partners/brokers. As enterprise use of the cloud becomes more complex, traditional IT channel partners — and a new generation of cloud-capable channel partners — will evolve to provide the help needed to support the expanding variety of cloud users and uses.

4th Platform, Augmented Humanity on the horizon. The integration of digital technologies with human biosystems as well as the use of digital technologies to engineer biological systems at the cellular and sub-cellular level — what IDC terms the "4th Platform" — are just starting to enter early R&D stages. By 2020, one-third of health/life sciences and consumer product companies will begin to develop the first wave of products and services tightly integrating 3rd Platform technologies with the human body. "Augmented Humanity" offerings — using tech to augment sensing, cognition, mobility, bio-structure (organs, tissue, skeletal), and more — will go mainstream in the mid-2020s. The next four years are the "proto" period where we'll see proof of concept/prototype offerings, and the first Amazons, Googles and Facebooks of the next era are likely to emerge.

As you can see, we haven't seen anything yet — the fun is about to begin! For more about our predictions, view the webcast. And let me know what you think — I value tapping into the biggest network of tech-savvy, forward-thinking employees in the world! ■

Sweet! IDC gets into the construction business

One of IDC's holiday festivities last month in Framingham, Mass., was a gingerbread housebuilding competition. Employees from a variety of departments teamed up to create 12 masterpieces, which were displayed in the lobby of 5 Speen St.

Worldwide Services' house.

The Software Team's cloud theme.

CATHY KELLY PHOTOS

IDC Human Resources was inspired by Dr. Seuss' Whoville.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Ruth Bell *IT World Canada*

31
Brad Thorpe *IDC*

29
Bob Brown *U.S. Media*

28
Ken Fuller *IDG Credit*

27
Sylvie Merkling *IDC France*

26
Claudia Volk *IDG Germany*

24
Barbara Kitzis *IDC*

22
Bob Gleason *IDG Tech Services Group*
Jeannie Button *IT World Canada*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*
Eric Owen *IDC U.K.*

21
Sung Chik *IDG International Controllers Office*
Andrzej Jarosz *IDC Poland*

20
Keith Shaw *U.S. Media*
Henrik Sorin *IDG Sweden*
Anders Elbak *IDC Nordic/Denmark*
Mathew Heath *IDC U.K.*

19
Deanne Hart *IDC*

18
Becky Bogart *U.S. Media*
Martin Bayer *IDG Germany*
Jana Pelikanova *IDG Czech Republic*
Joao Paulo Bruder *IDC Brazil*
Ulrika Halvarsson *IDG Nordic/Sweden*
Sabrina Teteau *IDC France*

17
Kathy Nagamine *IDC*
Thomas Richard *IDC*
Wilvin Chee *IDC Hong Kong*
Donna Butts *IT World Canada*
Joshua Budd *IDC CEMA*
Maria Secchi *IDC U.K.*

16
Doris Hernandez *IDC*
Kresimir Alic *IDC Croatia*
Ana Papez *IDC Croatia*
Johan Wikberg *IDG Sweden*

15
Steffi Han *IDC Korea*
Ewa Janda *IDC Poland*
Jaroslaw Smulski *IDC Poland*
Laura Torrejon *IDC Spain*

14
Emir Halilovic *IDC CEMA*
Mitri Roufka *IDC CEMA*
Ewa Zborowska *IDC Poland*
Alfredo Curiel *IDC Latin America*
Roberta de Ponti *IDC Italy*

13
Danielle Thorne *IDG Connect/ Digital Account Services*
Keith Bagley *IDC*
Magdalena Brandt *IDC Poland*
Rainer Kaltenbrunner *IDC Austria*
Dan Yachin *IDC Israel*
Ana Lico *IDC Brazil*

12
Antonio Wang *IDC China*
Stephanie Alonso Schmitt *IDG Germany*
Teruo Negishi *IDC Japan*

11
Colleen Boucher *IDG HRIS*
Agata Carroll *IDG Global Solutions*
Philip Hirons, Jr. *IDC*
Pamela Torchinsky *IDC*
Onesmus Mbogo *IDC East Africa*
Bibiana Coimbra *IDC Portugal*
Gabriel Coimbra *IDC Portugal*
Sergio Domingues *IDC Portugal*
Valerie Rolland *IDC France*

10
Douglas Bell *IDC*
Erica Foster *U.S. Media*
Damian Godos *IDC Poland*
Prezemek Kowalski *IDC Poland*
Daniel Binett *IDG Sweden*
Philip Carter *IDC Germany*
Mareen Ophoff *IDC Germany*

9
Leslie Hand *IDC*
Vito Mabrucco *IDC*
Christelke Agapito *IDC Philippines*
Isabelle Chan *IDC Singapore*
Janaki Supriya Kamath *IDC Center for Consultancy & Research/India*
Asli Kockal *IDC Turkey*
Zuzana Kovacova *IDC CEMA*
Karlo Pernek *IDC Croatia*
Miroslav Sykora *IDC CEMA*
Adrien Tenyi *IDC Hungary*
Mercelo Leiva *IDC Chile*
Didier Krainc *IDC France*
Daniela Rao *IDC Italy*
Dominik Blaszczykiewicz *IDG Poland*

8
Gaowa Virollet *IDC China*
Shana Wang *IDC China*
Kerstin Langerfeld *IDG Germany*
Natalia Milko *IDC Ukraine*
Sander van der Meijs *IDG Netherlands*

7
Jill Lundy *CIO Executive Council*
Corissa Donaghy *U.S. Media*
Nan Wang *IDC China*
Pradeep Kumar *IDC Center for Consultancy & Research/India*
Karin Enblom *IDG Sweden*

6
Kristina Clark *IDG Connect/ Digital Account Services*
Jason Tenenbown *IDG Strategic Marketing Services*
Elaine Duncan *IDC*
Holly Muscolino *IDC*
Kelly Wong *U.S. Media*
Lauren Moranski *U.S. Media*
Scott Duan *IDC China*
Jan Dolezel *IDC CEMA*
Olga Fedushina *IDC Russia*
David Muhlbach *IDC CEMA*
Prateek Shah *IDC Middle East, Africa & Turkey*
Sebastien Lamour *IDC France*
Piotr Wtulich *IDG Poland*

5
Steve Wills *CIO Executive Council*
Joel Weisberg *IDG Strategic Marketing Services*
Carolyn Yanuskiewicz *IDG Training & Development*
Lauren Befort *IDC*
Amit Bansal *IDC Center for Consultancy & Research/India*
Sang-Hwa Seo *IDC Korea*
Zdenek Krouzel *IDC CEMA*
Richard Beagley *IDG Global Solutions*
Jason Andersson *IDC Nordic/Sweden*
Helene Fily Chenebaux *IDC France*
DY Lee *IDG Korea*

4
Manish Yadav *IDC India*
Glen Duncan *IDC Singapore*
Matthew Finnegan *IDG U.K.*
Paula Fernandes *IDG International Controllers Office*
Babatunde Afolayan *IDC West Africa*
Jan Bures *IDC CEMA*
Jaroslava Skapova *IDC CEMA*
Ondrej Hergesell *IDG Czech Republic*
Yukihisa Hode *IDC Japan*
Sebastian Watras *IDG Poland*

3
Allysa Zemke *CIO Executive Council*
Robert Eastman *IDC*
Jason Hong *U.S. Media*
Stefan Tang *IDC China*
Rajiv Ranjan *IDC Center for Consultancy & Research/India*
Alyssa Marzona *IDC Philippines*
Deepika Rathod *IDC Center for Consultancy & Research/India*
Marina Chugalskaya *IDC Central Asia*
Marketa Lomogova *IDC CEMA*
Stepan Postler *IDC CEMA*
Dalibor Sidlo *IDC CEMA*
Michaela Dvorakova *IDG Czech Republic*
Renato Rosa *IDC Brazil*
Akiho Tsuzuki *IDC Japan*
Yukie Yamamoto *IDC Japan*
Seiichiro Yoshii *IDC Japan*
Johan Hallberg *IDC Nordic/Sweden*
Andrea Siviero *IDC Italy*

2
Dave Pucci *U.S. Media*
Brian Wong *U.S. Media*
Sagar Raghavendra *IDC Australia*
Vivek Gautam *IDC India*
Shreyashi Pal *IDC Center for Consultancy & Research/India*
Pushkaraksh Shangbhag *IDC Center for Consultancy & Research/India*
Vanesha Tamon *IDC Indonesia*
Doyoon Lee *IDC Korea*
Leah Polonan *IDC Philippines*
Nutchanon Boonsorn *IDC Thailand*
Kevin Chen *IDC Taiwan*
Jiri Alexa *IDC CEMA*
Petr Bregin *IDC CEMA*
Jaroslav Gorner *IDC CEMA*
Petra Krizova *IDC CEMA*
Fatma Ozdemir *IDC Turkey*
Jan Prenosil *IDC CEMA*
Renata Strnadova *IDC CEMA*
Daniel Sear *IDC Connect*
Shinichi Shiiba *IDC Japan*
Guillermo Riestra *IDC Spain*
Magda Tripoli *IDC Italy*

1
Doreen Edgar *IDG Accounting*
Andrew Simpson *IDG HRIS*
Megan DiBello *U.S. Media*
Lizzie Li *IDC China*
Antonio Liu *IDC China*
Juliana Yu *IDC China*
Eunae Jo *IDC Korea*
Sue Tee Gan *IDC Malaysia*
Monica Collier *IDC New Zealand*
Chaiyakorn Jewwootthipong *IDC Thailand*
Asha Patel *IDG U.K.*
Christopher Minasians *IDG U.K.*
Jules Kendrick *IDG U.K.*
Matthew Hislop *IDG U.K.*
Vaclav Basniar *IDC CEMA*
Helena Junova *IDC CEMA*
Jackie Wanjiru Njanja *IDC East Africa*
Khushbu Bohra *IDC U.K.*
Christophr Bryan *IDC U.K.*
Elise Fradine *IDC France*
Jeremy Green *IDC U.K.*
Douglas Hayward *IDC U.K.*
Sophie Hemon *IDC France*
Sang Hun Park *IDG Korea*

IDC holiday sweaters take center stage

In addition to a gingerbread housebuilding competition, IDC Framingham's festivities last month included unveiling sweaters that don't often see the light of day. Categories and winners: Ugly (Domenica Campanella and Joann Williams-Hoxha), Uglier (Kendra Rhodes) and Ugliest (Andrew LeClair).

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 508-766-5346
penny_winn@idg.com

Patricia Smith 508-766-5381
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

492 Old Connecticut Path, 4th floor
Framingham, MA 01710 U.S.A.
world_update@idg.com

The Winners

Kirk Campbell, Mary Wardley *and* ***Andrew LeClair.***

CATHY KELLY PHOTOS

Kendra Rhodes *and* ***Leah Barton.***

SEASON'S
GREETINGS

Maureen Kelledy *and* ***Max Pepper.***

INTERNATIONAL DATA GROUP

Erin Cushing, Joann Williams-Hoxha *and* ***Christina Manfroni.***

Sarah Nadeau *and* ***Laurie Horn.***

IDG
INTERNATIONAL DATA GROUP

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Frank Gens *IDC*
Moira Keating *IDC*
Cathy Kelly *IDC*
Lauren Yanuskiewicz *IDC*
...and everyone who contributed to the priorities/predictions features.